



The OnTrade Preview 2014

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ON-TRADE**

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Jägermeister

**IT
RUNS
DEEP**

drinkaware.co.uk for the facts



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The OnTrade Preview aims to provide information and inspiration to all those engaged in the business of running pubs and bars. Thanks are due to the key industry commentators, licensed trade experts and leading drinks writers who have contributed their experience, knowledge and insight into the challenges and opportunities that 2014 will bring the licensed ontrade

Matthew Clark

Its not just providing great beer, its delivering a variety of flavours

That's why, with Matthew Clark, the experience matters

Cask Ales

- 585 million pints of cask ale consumed in the last year*
- Cask ale's performance versus beer continues to widen, it now out performs total beer by 6.8%. It is also growing its share of total ale with a 39% share of the market. - Source Cask report 2013
- A category that cant be replicated at home, consumers have to venture out to enjoy this great drink.
- Our Cask Collection offers a wide variety of styles, flavours and strength of ales.

Boutique Beers

- £225 million spent on craft beers in the last year*
- Our Boutique beer collection has captured the best beer styles from a variety of top brewers. Beers from the USA and UK are proving very popular and this is reflected in our range of over 50 beers from around the globe.
- Beer is becoming increasingly popular with food and each beer in our range have been given a food pairing suggestion to elevate the customers dining experience
- Along with an excellent range of beers we can also support you with point of sale, merchandise and print solutions

To talk to us about how we can support your business, please call 0844 822 3901 and one of our team will be happy to help.

*source CGA strategy P07 MAT to 13/07/13

Keep in touch

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for the facts drinkaware.co.uk



Set for further growth

There are signs that the economy is on the mend: green shoots and sentiment suggest our track record of being first out of a recession is living up to historical trends.

The resilience of the sector is again writ large as operators have continued to innovate, invest in the future and grow jobs in the face of taxation, regulatory and legislative pressures. The indomitable spirit of a sector primed for better times has continued to shine through - delivering great experiences throughout the nation.

Yes there have been closures - as society's needs have evolved - and these have caused challenges for local communities across the country, but there have been a large number of refurbishments and new openings which have fuelled communities, the Exchequer and charities.

Despite the often pejorative treatment faced from successive governments, who have failed to recognise the significant contribution the sector makes, we are set for better times. We are Government's best hope for growth as we build on our growing world reputation as the place to eat and drink in the widest array of safe, responsible and social venues.

Here's to a bright future when banks and Government recognise and support the hard working people who work in the on trade up and down the country

David McHattie
CEO ALMR

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THERE'S A THIRST FOR LET THERE BE BEER



It seems our campaign is giving people a taste for beer, with 60% of those who've seen it, saying it's made beer seem more appealing. It's also got the beer flowing, with the biggest quarter-on-quarter increase in beer sales so far this century. Of course a little credit must go to the British Summer for coming out in support of the campaign too!

We've got exciting plans for next year to build on this success, and in particular to show how beer is the perfect accompaniment to the nation's favourite dishes.

SO LET'S RAISE A GLASS TO BEER.

LET THERE BE BEER.

We're committed to supporting the British beer industry and we want you to get involved. To find out more and join us, contact: lain@why-noteurope.com

LETTHEREBEBEER.COM

FACEBOOK.COM/LETTHEREBEBEER

@LETTHEREBEBEER

*KANTAR: Let there be beer review, August 2013

**British Beer & Pub Association Beer Barometer Report Q3 2013

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for the facts

ALMR The Voice of the Operator



Industry Leader

As we emerge from straitened times, David McHattie, Chief Executive of The ALMR, outlines how licensed hospitality has driven growth and why UK Plc needs the sector now more than ever.

Over the past decade, our sector have embarked on nothing short of a revolution to become a modern, professional industry made up of a cross-section of very large multiple site operators to smaller, entrepreneurial businesses. They all have much in common – striving to deliver a great experience for guests and their community, creating jobs and generating economic recovery.

Competitive market

The 'experience' economy is a very competitive market and there is no doubt that many have struggled to compete with the at-home and off-trade offer and ever-increasing customer demands. But the best have continued to evolve, innovate and deliver diverse and vibrant social spaces in response.

The lines between pubs and other hospitality venues are increasingly blurred and the availability of breakfast, cocktails and bespoke coffees has grown dramatically. Did you know, as a sector we now sell more coffee than Costa and 24% more meals than restaurants?

We are the vital and vibrant heart of every community – village high street or town centre – and in the heart of the 15 million customers who find escape from the rigours and stresses of every day life in the dynamic and diverse social spaces we create.

Economic Value

But we are more than just the fabric of our businesses and outlets. Licensed hospitality is a key engine of jobs and growth.

Even throughout the recession, we increased our productivity and contribution to GDP year on year and maintained our high tax contribution.

Our sector contributes 6% of UK GDP, comprises 8% of all UK firms and employs 10% of the UK workforce.

"In the last year alone, we generated 1 in 8 of all new jobs. And it is growth which is predicted to continue - with over 100,000 extra jobs required."

The average outlet generates almost £200k GVA for its local economy and pays almost 46% of its turnover in local and national taxes. It will also provide employment for 22 people – two thirds of those aged 18-24 - rising to 40 for the largest food led venues.

In the last year alone, we generated 1 in 8 of all new jobs. And it is growth which is predicted to continue - with over 100,000 extra jobs required.

Meritocracy

Our value is more than just economic, though. To the millions of people who work for us, we offer more than just a job - we offer lifeskills, qualifications, a rewarding career, and even the opportunity to run and own their own business.

We generate jobs at all skill levels and in all regions - providing the very first taste of work for many.

From temporary and part time work for students, to graduate entry schemes and everything in between! We are the finest meritocracy in business and there are countless examples of people who started as barstaff or waiters who end up running the show.

Apprenticeships

Our sector is the 5th largest provider of modern apprenticeships and together we have doubled the number of staff currently engaged on these dedicated training programmes. That's over 300,000 young people growing, developing and fuelling their dreams on the job.

Backing winners

Licensed hospitality can and will continue to deliver the jobs, growth and investment our country needs – but we know we can do so much more if the costs of doing business responsibly are reduced. We invest in our success and we want the Government to do the same.

*“The average outlet generates almost
£200k GVA for its local economy
and pays almost 46% of its
turnover in local and national taxes”*

Promoting the benefits of the sector to political and other audiences is a key part of that – and we have a great story to tell.

But we also need to work hard to promote and protect operators' commercial interests by preventing unnecessary taxation or restrictive legislation being imposed.



Our potential

To secure our potential, we need a free and fair market and a regulatory regime which allows us to unlock investment and which rewards responsible retailing.

That is why a vital and vibrant industry deserves an equally dynamic and effective champion like the ALMR. Our vision is of a sector where operators have the freedom and flexibility they need to deliver continued prosperity, jobs and growth to the heart of local communities.

If you support that, join us and help to make our vision the sector's reality.

Promote
Protect
Prevent

0208 579 2080
info@almr.org.uk
almr.org.uk
@ALMREvents

Events 2014

- Ski Trip - Morzine, Sat 18th - 25th January
- Spring Conference - 1 Wimpole St, Tue 29th April
- Golf - Stoke Park, Thur 12th June
- Race Night - Chester, Fri 11th July
- Dusk 'til Dawn - Birmingham, Sun 14th September
- Autumn Debate - Manchester, Thur 16th October
- Christmas Lunch - London, Thur 18th December

*In addition to the events above, the ALMR runs multiple **invite only** events each year, which include Directors' Dinners, Briefings and Workshops which cover an array of topics.*

Legal Eye View



John Gaunt, Senior Partner at John Gaunt & Partners, one of the foremost licensing practices in the UK and the on-licence trade legal expert, casts his eye over the legal issues that arose during 2013

Industry Leader

The past year has seen a number of ongoing developments which have affected the licensed trade. Many of these resulted from the implementation and application of measures already in force even if not actively brought into effect this time last year. The Late Night Levy (Levy) and Early Morning Restriction Orders (EMROs) immediately spring to mind; of which more in the reference section on page 278.

However re-reading what we wrote last year, we emphasised the importance of meeting the challenge of any proposed Levy or EMRO in the consultation process and at a hearing if need be. Undoubtedly, a number of those Authorities who have sought to introduce either of these measures will perhaps have been taken by surprise by the vigour of the opposition and we have seen some notable successes where the Levy or EMRO has not been pursued. We do, however, now have a Levy in force in Newcastle. The experience of Milton Keynes where the possible adoption of a Levy was an on/off affair as the process worked its way up the council (finally resulting in an 'off!') signified the importance of operators engaging the process.

Enforcement initiatives continue across both the liquor and gambling legislation but with no real consistency of approach. In the meantime, the Home Office has recently updated on its current strategy and forthcoming intentions, all of which go to show that licensing remains a 'hot topic'.

Work is apparently in hand to implement the 'steps' set out in the Government response to the public consultation on the Alcohol Strategy with three main themes:

- ▶ Targeted national action;
- ▶ Minimum unit pricing is said to be still under consideration but with a ban on the sale of alcohol in England and Wales below the level of duty plus VAT still to be introduced; and
- ▶ Amendments to mandatory licensing conditions with "the definition of irresponsible promotions being made stronger and clearer, seeking improved awareness of smaller measures" and "improved age verification requirements".

The Home Office will also seek to support local action and particularly local good practice schemes that support "local alcohol action areas" in tackling alcohol related crime and disorder, reducing alcohol related health harms and promoting growth by establishing vibrant night time economies.

They will aim to identify a number of high harm areas and work with them to strengthen local partnerships, improve enforcement, increase good practice of what works locally, for which expressions of interest have been sought from Local Authorities and the Police.

They also seek to promote growth and support responsible businesses as part of the de-regulation package to include:

- ▶ New 'light touch' authorisation for community and ancillary sellers ('CAN');
- ▶ Late night refreshment (LNR) – proposing local powers to exempt types of businesses or areas not linked to the night time economy;
- ▶ Temporary Event Notices (TENs) – increase the number from 12 per premises to 15 in any year;
- ▶ Personal Licences – scrapping renewals every 10 years;
- ▶ Personal Licences – to consult on replacing the existing system with locally tailed alternatives – this consultation has expired and as I write this we await the Government response; and
- ▶ Review of alcohol sales at motorway service areas.

The Government intends to introduce regulations in June 2014 to allow for locally set licensing fees on a 'costs recovery' basis and will consult on the Regulations governing the fee structure before introducing them, including the maximum amount that can be charged.

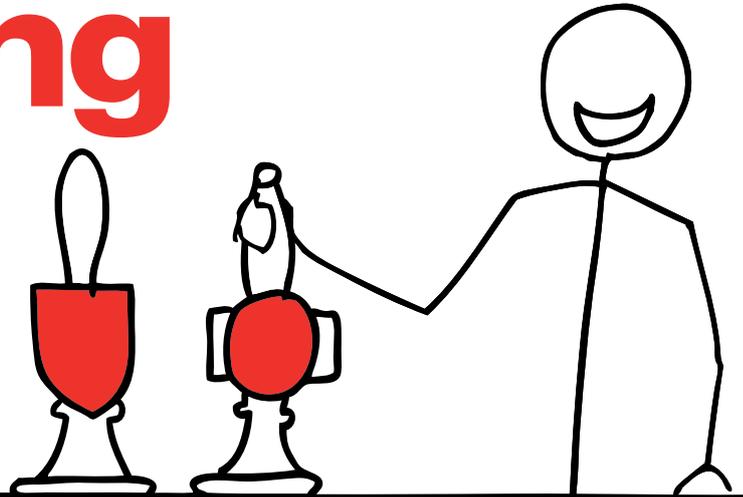
This may prove an interesting topic, given the recent case law on what properly can be included within a Licence fee

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& Partners

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easy...**



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Better the Devil you know



Industry Leader

Paul Chase, Director of CPL Training, and industry expert believes 'reform' of the 'personal license' system would lead to serious operational difficulties for the trade

The earliest example of the statutory regulation of alcohol was enacted in 1492 by Henry VII, whereby those running 'alehouses and tippling houses' were required to give financial sureties to local Justices against the good behaviour of their customers. The aim then, as now, was to control drunkenness and disorder.

If the landlord failed to do so, then he was liable to forfeit his surety in the princely sum of £3-6s-8d – that's three pounds, six shillings and eight-pence for those of you not old enough to remember the 'old money'!

But the first example of an attempt to introduce a comprehensive system of licensing was the Alehouse Act of 1552. There have been many changes to licensing law and regulation since then, but the one thing that has remained constant has been the requirement for the person or persons running a premises selling alcohol to hold a licence. That has been the golden thread running through our system of alcohol licensing for over 450 years, and despite all the changes to licensing law and regulation it has never been challenged. Until now.

The current system has introduced some much needed flexibility. A designated premises supervisor (DPS) who holds a 'personal licence' and who must be named on the premises licence is the minimum requirement. But in practice most licensed premises employ more than one personal licence holder to cover the period when the DPS is off duty or on holiday, and to provide an instant replacement if the DPS leaves at short notice. This represents the spontaneous development of precautionary, industry best practise.

Threat to Continuity

All this is now under threat by a government proposal to abolish the national system of personal licences and criminality checks, and to replace it with a system which the government refers to as "Enabling Targeted, Local Alternatives".

"The one thing that has remained constant for 450 years has been the requirement for the person or persons running a premises selling alcohol to hold a licence"

Essentially what this means is that a coherent, national system of personal licences will be replaced by a pick-and-mix local option. Although government will set the content of training for DPS's and presumably other staff members, and will continue to set the criminality criteria, it will be up to local licensing authorities whether training or criminality checks are needed in a given premises or category of premises. In some areas we could end up with a system like Scotland's where all bar and counter staff selling alcohol require training, and in other areas some types of premises and categories of staff will, and some won't. The government believes that the current system is ineffective because, as it says in the ministerial foreword: "it applies to everyone in the same way, regardless of local circumstances or risk". The implication is that local licensing authorities are best-placed to separate licensed premises into sheep and goats, and thereby decide whether training and criminality checks are required, and if so for whom.

Threat to Flexibility

It isn't clear what categories of staff the government thinks should be trained and vetted, although the document makes reference to the need for a criminality check every time a DPS is changed. This alone would add hugely to costs and complexity for operators. Not to mention the loss of flexibility – if the DPS leaves at short notice, or is sacked, and you can't replace him or her immediately with another personal licence holder, firstly because personal licences don't exist anymore, and secondly because he has to go through a

criminal records check first (which can take up to a month) what do you do in the meantime? You can't lawfully sell alcohol if there isn't a DPS named on your premises licence.

“Essentially what this means is that a coherent, national system of personal licences will be replaced by a pick-and-mix local option”

The government's consultation on abolishing personal licences contains this curious paragraph (paragraph 9) under the heading 'Weaknesses of the current system': "Following our discussions with partners during the Alcohol Strategy consultation, we have become concerned that this system may not be effective in ensuring responsible sales and tackling crime and disorder. For example, although all alcohol sales must be at least authorised by a personal licence holder, it is not always the case, in practice, that a personal licence holder is present on the premises at all times to do this. Moreover, no person working at licensed premises except the DPS is required to hold a personal licence. All this would seem to restrict the system's ability to prevent those with criminal records and a poor understanding of alcohol harms from working at, or even managing, a licensed premises."

No Clear Connection

Just how does the presence, or for that matter the absence, of a personal licence holder on a particular shift impact on whether other staff selling alcohol have criminal records or a poor understanding of alcohol harms? Either they do or they don't, regardless of who else is present! A person with a criminal record isn't prevented by

law from working behind the bar of a pub or the counter of an off-licence, neither are they required by law to have training in alcohol harms, desirable though that may be; but what is clear is that there is no connection between these perceived "weaknesses" and the personal licence system.

Paragraph 10 then reads: "Finally, and perhaps most fundamentally, the system is not targeted. It is a national, blanket requirement. All premises, from the riskiest to the quietest, must comply with it – and incur significant costs in training, application fees and criminal records checks as a result. This Government questions whether this is appropriate for all licensed premises."

***“As an old judge once commented:
“Reform? Reform?
Aren't things bad enough already?”***

The description "national, blanket requirement..." is somewhat biased. I prefer "a national, minimum standard of training and vetting that is designed to protect the public".

Potential Nightmare

The proposal to replace a coherent, national system of personal licensing with a patchwork quilt of local training and vetting requirements will increase complexity and cost. This will be a nightmare for multiple operators who will henceforth need to be conversant with the licensing policies of around 400 licensing authorities. As an old judge once commented: "Reform? Reform? Aren't things bad enough already?"

The present system isn't perfect, but it is preferable to the government's alternative. Better the devil you know...



BBPA Campaigns



Brigid Simmonds, Chief Executive, British Beer & Pub Association, looks at the success of industry campaigns in 2013 and forward to the challenges already on the horizon for 2014

I hope we look back on 2013 as a turning point for the industry. While trading conditions remain a challenge, we have had successes which put us in a far better place than we had dared to hope at the start of the year.

Campaigning for Beer

Let me begin with beer duty. There is no doubt that the abolition of the beer duty escalator, and the cut in beer duty in the March Budget was an astonishing success for all those who campaigned so tirelessly for many years. It was also a great tribute to joined-up campaigning in the trade, with huge support and expertise, not least from CAMRA, but from a large number of organisations and individuals in the supply chain who contributed to this success.

Let's not forget the impact. The two per cent cut means that beer duty is now seven per cent lower than it was due to be this year. Furthermore, we face no automatic, above inflation increase in 2014. The challenge now and in 2014 is to keep campaigning, highlighting the benefits of the cut - on confidence, on investment, and on employment in the sector.

We are already doing just that. We have published a six month review of the positive impact, and have already begun a campaign for a duty freeze in the 2014 Budget. It is vital that the whole industry keeps up the pressure.

"The challenge now and in 2014 is to keep campaigning, highlighting the benefits of the cut in beer duty - on confidence, on investment, and on employment in the sector"

Maintaining volumes for beer in the home market remains a challenge, especially in the on-trade. However, we are now witnessing unprecedented investment in the beer category as a whole, with the Launch of the Let There Be Beer campaign.

Let There Be Beer, with its TV advertising and high-profile campaign, is one of the most significant investments in British beer in many decades. Opportunities for on-trade participation in the campaign will grow, and I believe that by 2014 will see the campaign bringing real benefits to the whole beer category.

Campaigning for Pubs

At the BBPA, we have also worked hard to position beer and pubs at the heart of the UK tourism offer – with considerable success this year, with the launch of the Pubs are GREAT, and Heritage is Great strands of the high-impact Britain is GREAT campaign – the latter now features British beers in its poster campaign.

On pubs, there is now a different mood in Government when it comes to seeing the trade as central to the UK tourism industry, both in terms of attracting overseas visitors, and seeing pubs as central to the domestic tourism trade. In 2013, we should see the full impact, as this campaign gathers pace.

Despite the challenges, the pub trade is seeing other really positive developments. The focus on professionalism and training is something I see as key to future success. UK plc needs more apprenticeships and a step change in attitudes when it comes to seeing work in the pub trade as a highly-skilled career choice. The Government is aware of the need for action and we will see more positive partnerships when it comes to establishing these opportunities in the trade.

Challenges for 2014

Of course, we will continue to face challenges in 2014, when it comes to attempts to over-regulate the trade. The Government's localism agenda, while a good thing in itself, was always going to raise issues, in terms of local authorities and police forces attempting to over-regulate their local pub trade, often to the detriment of local economies as well as the trade itself.

In 2014, we will continue to oppose individual authorities in the efforts to implement costly late night levies and early morning restriction orders. There is currently a mixed picture. While there is no doubt considerable interest in using these new measures, many authorities are retreating from the proposals once they realise the damaging effect they can have on local businesses – often thanks to well argued interventions from the trade, putting the arguments forward on a case-by-case basis.

To resist moves in this direction, we will also have to step up to the plate when it comes to partnership working. We must work hard to persuade local authorities that this is the best way to improve town centres.

Despite these challenges, I am optimistic. The Government has made significant moves to improve confidence in the trade. The pubs minister, Brandon Lewis, has proved receptive to our concerns.

With competing priorities within Government, he won't win every battle, but he is someone who can successfully champion pubs. He has also now taken on responsibility for the Government's policies in relation to the renewal of our high streets. This is an area where pubs can and should play a crucial role, and it is all to the good that these responsibilities are now being brought together.

There is much to look forward to in 2014.

Let there be Beer

Since its June 2013 launch, Let There Be Beer has seen a great reaction from the public, with high levels of engagement across the TV advert, broadcast partnership with Channel 4, website launch and editorial content.

The campaign kicked off with a big burst of TV activity, thrusting Let There Be Beer into the public consciousness. Since launch the ad has received extremely strong viewing figures, being viewed at least once by 77% of 18-44 year old men and 8% of 18-44 year old women.

In August the website went live, getting 92,000 unique visitors and 351,000 page visits in the first two weeks alone. The site continues to grow, with new beers being added on a weekly basis. The website launch coincided with the Channel 4 mini-series on beer and food matching, hosted by presenter Tim Lovejoy which was broadcast during commercial breaks of the Sunday Brunch show. The Tim Lovejoy spots averaged half a million viewers per episode with 76% of people surveyed stating that they are now more positive about pairing beer with food.

Let There Be Beer has also generated positive editorial content for the beer category as a whole, reaching over 2 million people and featuring beers from over 40 independent UK brewers.

The campaign aims to reignite the nation's passion for beer, whether it's trying a new beer style or enjoying a beer on different social occasions. "Consumer awareness of the campaign is growing" said a campaign spokesperson, "This positive reaction is a sign that, as an industry, we can work together to bring the beer category back into growth where it belongs."

2014 will see Let There Be Beer build on all the great successes of 2013. The movement will continue working towards turning the beer category back to growth, by galvanising Britain around the

brilliance of beer, providing them with the fresh inspiration to choose a beer - and helping to increasing frequency of consumption amongst British beer lovers. Next year will see further impetus put on the reappraisal of food and beer, with through the line activity helping to drive perception and behaviour change.

Get involved at www.lettherebebeer.com or contact ian@whynot-europe.com

Connect with us at:

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 [@lettherebebeer](https://twitter.com/lettherebebeer)
[for the facts drinkaware.co.uk](http://forthefacts.drinkaware.co.uk)

A Great Day Out for All



Family Brewers

Pubs, alongside cask ale and its brewers, are enjoying a renewed respect as something uniquely British. Many IFBB members are enhancing this perception by creating visitor centres and tours, welcoming groups of enthusiasts to see how their favourite beer is made

Breweries are an important part of Britain's heritage, and as such are a major attraction for those tourists - both from home and abroad - looking for an authentic British experience. We're famous for our beers across the world, and a good visitor centre can really help a brewery to show off their products and brewing methods.

A trip to a local brewery is a great day out, giving visitors the opportunity to find out more about the great beer this country produces, and enjoy the many different varieties on offer. It also makes an excellent indoor activity for when the weather is less than perfect!

Across the country, many Family Brewer members are becoming aware of the opportunities the tourism industry presents to them, and the positive impact it can have on their business.

Visitor Centres

As a result of this, more and more are choosing to feature a visitor centre on site, or improve their current visitor centre offer, allowing tourists and locals alike to come and find out more about the brewery and the beers it creates.

Our latest research shows that over 40 per cent of our 29 members have a visitor centre, and more than 178,000 visitors were welcomed by our members during 2012 – which works out as an average of over 6,300 per brewer. This high level of footfall demonstrates the benefits a strong visitor centre can offer – this is a huge number of potential customers, all of whom are a captive audience when on site. A visitor centre can therefore be complemented by a shop selling the particular brewery's beer, something our members are certainly aware of; of those who feature a visitor centre, over 90 per cent also have a shop. Online shops are also prevalent, allowing those who can't always visit to be able to make purchases of everything from beer, to key rings, to t-shirts.

Indeed, it is well worth considering what you can offer as part of the visitor experience – the idea is to keep people on site for as long as possible. Giving sightseers the chance to undergo a brewery tour with a tasting session is very popular, as is a café or bar facility. Our research shows that more than 35 per cent of Family Brewer members provide a catering establishment for use by visitors, while

some, such as Hook Norton and St Austell, have a museum that explains the history of the brewery.

Brewery Tours

Over 60 per cent of our members, including those without a visitor centre, offer brewery tours. Furthermore, several of our members still use shire horses to deliver beer, including Wadworth and Daniel Thwaites, which is an interesting sight for all visitors to enjoy, and demonstrates the tremendous heritage of British breweries. The popularity of a visit to a brewery is confirmed when one considers the number of Family Brewer members whose brewery is highlighted in the local area by dedicated tourism attraction 'brown' road signs; around 35 per cent.

Return on Investment

Our members are really investing in their visitor centres, and it is certainly paying off. A great example is Hall & Woodhouse, which welcomed 23,600 visitors in 2012. As well as dedicated brewery tours with tasting opportunities, sightseers can enjoy everything from a full English breakfast to a gourmet burger at the restaurant and bar. Tours are available both during the day and the evening, and give visitors the chance to see the new brewery, which opened in 2012, as well as hear about the history of Hall & Woodhouse from its creation in 1777.

Awards for Excellence

Family Brewer members are also receiving superb feedback on their visitor centres; Hook Norton Brewery received a Trip Advisor Certificate of Excellence this year, which is given only to establishments that consistently achieve outstanding traveller reviews on TripAdvisor. Only the top-performing 10 per cent of businesses listed on TripAdvisor receive this prestigious award, which clearly demonstrates the quality of the visitor experience at Hook Norton Brewery. James Clarke, Joint Managing Director at Hook Norton, says: "We strive to offer our customers a memorable experience, and this accolade is evidence that our hard work is translating into positive reviews on TripAdvisor."

Brewery tours are a key element of the visitor experience at Hook Norton, and run Monday to Saturday, lasting approximately two hours. Tourists learn about Hook Norton's history and the beer-making process. They can also see the original steam engine, and the brewer's working Shire horses, which still deliver the beer to local pubs. The tour finishes in the sampling bar in the visitor centre for a half hour beer tasting. Hook Norton welcomed 8,000 visitors in 2012.

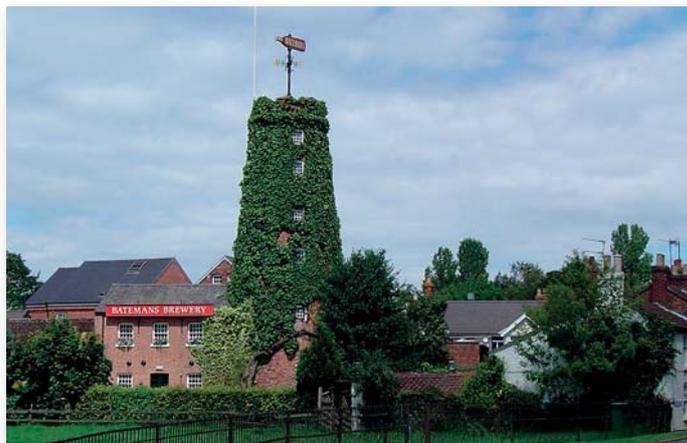
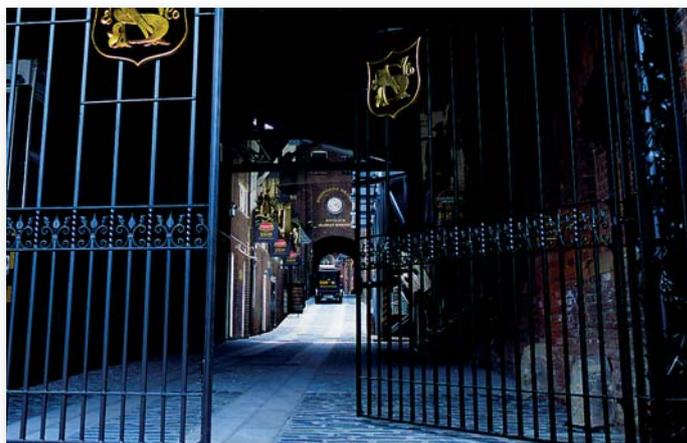
In addition, the visitor centre operated by Shepherd Neame has been awarded a Gold award from the Green Tourism Business Scheme. To achieve the award, a thorough audit was carried out covering of every aspect of the Visitor Centre which includes brewery tours and is also a popular venue for weddings, private dining, concerts and meetings, showing further diverse use of the facilities. It also holds a Quality Assurance Mark from Enjoy England, as do other brewery visitor centres, including St Austell and Wadworth.

Online Promotion

The Independent Family Brewers of Britain understands the importance of tourism to our breweries and pubs, and we took this into consideration when designing our revamped website; a highlight has to be the new dedicated visitor centre section. This contains details about each of the 17 member breweries located around the UK that provide some form of tourism facility for visitors and fans of great British beer, from online tours, which enable people to look behind the scenes without leaving the comfort of their own home, to an on-site visitor centre with brewery tour.

Furthermore, this is an area we are keen to develop going forward, and as such have plans to add a visitor centre trail to our website next year, for those beer enthusiasts eager to visit breweries across the country.

For more details about our Family Brewers' visitor centres, please visit <http://www.familybrewers.co.uk/visitor-centres.php>



The Pub of the Future



Pubs have now firmly established themselves as a place to eat and drink. Will they in future develop accommodation as an additional revenue stream? Currently 10% of pubs in the UK already have rooms. Will more follow?

Why should they make this investment:

- ▶ Letting rooms have a high gross profit – low variable cost.
- ▶ Guests spend in the pub on food and drink. A typical double room offering B&B could sell for £60-80 including breakfast but the customer will spend half as much again in the pub.
- ▶ It will attract a wider audience to the pub.

Having identified this as a growth area the domain name Stayinapub.co.uk has been registered which will allow pubs to market their accommodation on the internet and take on line bookings. There is no cost to the pub to be listed and they receive help in developing their home page. A commission of 10% is taken on the room rate for any bookings through the website. No bookings, no cost.

Why is this development important?

- ▶ This is the first time a website has been created totally focussed on online bookings for pub accommodation.
- ▶ The aim is to be listed on page one of any Google search relating to pubs. Currently 9,900 people Google Stay in a Pub each month.

- ▶ You do not need your own website but if you have one it can be linked into the Stayinapub booking facility.
- ▶ You receive e-mail confirmation of the bookings and if you take any direct bookings there is no commission charged.
- ▶ We will promote to consumers both the concept of staying in a pub and the website.
- ▶ We will work with the Tourist Boards, CAMRA and other consumer groups to promote.
- ▶ A link is planned from the Cask Marque CaskFinder app which is used over 70,000 times a month to find great cask ale pubs.

“The plans for Stayinapub are to have 1,000 pubs linked into the online booking system and to become as well known with consumers as Booking.com and LateRooms”

Why is online booking so important to the pub?

- ▶ 44% of the public use the internet for travel and related accommodation.
- ▶ In 2012 32% of the public purchased holiday accommodation online.
- ▶ Online spending is expected to be a third of retail spending within 10 years.
- ▶ Pubs need to offer this service to access this consumer trend.

To help with marketing of the pub we recommend you grade your accommodation. The AA and Quality in Tourism both operate under the same standards and also have dining awards.

The Cask Marque award covers the quality of cask ale. Consumers will look out for these endorsements.

Trip Advisor is also used by consumers to check the customer experience. Do monitor feedback and response and encourage your visitors to make (hopefully) favourable comments.

The plans for Stayinapub are to have 1,000 pubs linked into the online booking system and to become as well known with consumers as Booking.com and LateRooms.

If we achieve our aims the pub trade will in the future play a major role in the UK accommodation sector.



It's Better Down the Pub

It Just Keeps Getting 'Better Down the Pub' as the national campaign to Celebrate Love for the Great British Pub Continues to Gather Momentum

It's Better Down the Pub, the national campaign that celebrates our love for the Great British Pub, is capturing the imagination of UK consumers who are showing fantastic support on the campaign's social media networks.

Set up by Admiral Taverns, Bill, Everards, Fullers, Pub is the Hub, and SIBA it now has cross industry support from organisations such as the ALMR, BBPA, CAMRA & IFBB, pub groups like Enterprise, iNTERTAIn, Star Pubs & Bars, Spirit and Stonegate, as well as many industry suppliers including AB Inbev, Britvic, Carlsberg, Diageo, Heineken Matthew Clark, Christies, Gamestec, Poppleston Allen, Sky and Venners.

The campaign aims to promote all the positive things about pubs, against the backdrop of negative headlines and a pub closure rate that peaked at more than 50 per week. With eight out of ten people counting themselves as 'pub goers' and over 15 million visiting a pub once a week, the campaign is inviting those who love the pub to share their best pub experiences while encouraging new customers to visit their local.

Kicking off with a series of regional consumer launch events held in pubs across the UK this summer, the campaign has since got pub-lovers chatting about why they love their local and sharing stories on the website, Facebook and Twitter. Fancy dress, charity fundraising events, karaoke, sports and a quiet pint with friends – the entries uploaded so far really represent the range of reasons why the pub is such a fun place to be, whatever the occasion!

“With eight out of ten people counting themselves as ‘pub goers’ and over 15 million visiting a pub once a week, the campaign is inviting those who love the pub to share their best pub experiences”

Six leading organisations including Bill, Admiral Taverns, Everards, Fuller's, Pub is the Hub (PITH) and SIBA (Society of Independent Brewers) and other sponsors have donated a range of amazing prizes for winning entries, including Apple iPads, Premier League and Heineken Cup tickets and brewery tours, ensuring the competition and campaign continues to be a hit.

The campaign now has nearly 1500 Twitter followers and more than 1000 fans on Facebook and has just launched a new competition centred on sport and why it's so great to be part of a local pub team and watch the game at your local.



Industry Initiative

To announce the competition back in September, *It's Better Down the Pub* united over 250 supporters to send out a mass tweet to over two million Twitter users which helped to springboard *It's Better Down the Pub* to a wider audience and boost its momentum.

Co-founder of *It's Better Down the Pub*, Francis Patton says: “We all know that sport plays a central role in thousands of pubs whether it's being watched there or played by your customers in pub teams. With our current competition, the aim is to celebrate the links between pubs and sports of all kinds and to ‘kick it off’ our campaign hit an ambitious target of reaching two million people with a tweet linked to the start of the 2013 Champions’ League group matches – a fantastic result!”

To share your love for your local or to enter the competition for your chance to win an iPad or digital camera, visit www.itsbetterdownthepub.com, www.facebook.com/ItsBetterDownThePub or follow @IBDTP. Upload your pictures, share your videos and tell your stories!

So much more than EBITDA



Industry Initiative

The Chief Executive of Pub is The Hub, John Longden, wonders whether pub owners realise the value of the assets on their books?

When government, local authorities and even some health lobbies are beginning to realise the importance of pubs and their role in the community are we, as an industry, grasping the nettle quickly enough?

Far from being a 'retail unit' whose sole purpose is to deliver an expected level of EBITDA, pubs and the people therein deliver so much more.

Perhaps a more accurate measure would be community earnings as a result of health, wellbeing, cohesion and social interaction. Funnily enough, once all these things are in place, the more traditional economic advantages ripple out from the pub into the community through new jobs, increased sales for local suppliers, keeping spend close to home and attracting new people into the area.

This is nothing new to Pub is The Hub, the independent rural pubs organisation specialising in diversification. It has seen this model repeated again and again all over the country. Whether in partnership with local authorities, the Big Lottery or through its new Community Services Grant, modest investment can net huge returns.

Berry's Business Building

The Cholmeley Arms in the rural village of Burton Coggles, approximately 8 miles south of Grantham was re-opened in 2009 when John and Lesley Berry took over the tenancy and moved into the pub. With the help of the owners, the Easton Estates, the pub was completely refurbished.

A Pub is The Hub project there has transformed a single storey barn adjoining the pub into a village farm shop called 'Berry's', supplying local meat, game, fruit and vegetables and other food from local suppliers.

"Whether in partnership with local authorities, the Big Lottery or through its new Community Services Grant, modest investment can net huge returns"

This is a quite exceptional initiative: From a closed pub John and Lesley, with the enthusiastic support of the Easton Estate and Sir Fred Cholmeley in particular, have created the perfect example of a village farm shop. The village and surrounding communities now have an outstanding facility, in particular a quality butchery, together with numerous other local suppliers which give Berry's such a quality feel.

Pub is The Hub was able to advise on the development of the project, based on experience gained from other successful pub-based shops, and Lincolnshire County Council provided a capital grant of £5,000 towards the cost of the project. The remainder of the project cost was shared between John and Lesley and the Easton Estate.

The success of the shop has reflected favourably on the already successful pub business and 18 months after opening they were employing 15 local people and buy from nine local suppliers with bookings for pub meals three weeks in advance.

“The village and surrounding communities now have an outstanding facility, in particular a quality butchery, together with numerous other local suppliers”

School Dinners Deliver Value

Meanwhile, at another Pub is The Hub scheme in Cumbria, the Black Swan in Ravenstonedale has once again diversified their service by providing school dinners for the local school to huge acclaim and even greater publicity.

Daily lunchtime meals at the Ravenstonedale Primary School are now provided freshly made and delivered by The Black Swan using locally sourced ingredients. On some days the children will even go to the pub to eat their lunches and in the summer they hope to have barbecues and eat outside.

Having set up a village shop scheme with Pub is The Hub in 2007, pub owner, Louise Dinnes was approached six months ago by a new head teacher at the school. She was concerned about the

quality of the children’s meals. Louise explained: “The standard of the food was poor and it was costing over £2,500 just to deliver them to Ravenstonedale. On top of that they were served in plastic ‘prison’ trays with dinner on one side and pudding on the other.”

After careful planning with menus and consultation with parents the school meals were developed with the pub’s head chef, Kevin Hillyer – a father of two whose five year old is also at the school.

Both the pub and school were keen to introduce an educational element to the menus and have come up with ‘Try it Friday’ where the children try new fruit and vegetables. The first week they introduced asparagus with great success. Kevin said: “We have done four different menus and if they don’t like what’s on the menu they can have something else.”

“On some days the children will even go to the pub to eat their lunches and in the summer they hope to have barbecues and eat outside”

The cost of each meal is £2.25 a head and as Louise said: “It just about covers our costs.” But she added: “It’s never been about making money on schemes like this; it’s always been about supporting our local community. At the end of the day, they come back and support us.” Undoubtedly initiatives like this feel so right. This is how pubs have interacted with their communities from time immemorial. The challenge is for pub operators to look out beyond the balance sheet and consider the valuable community assets that they own. But how do you measure that in your EBITDA?

www.pubisthehub.org.uk Twitter @PubistheHub_uk
Facebook /PubistheHub



BII Raising Standards



Industry Leader

Tim Hulme, Chief Executive, British Institute of Innkeeping believes that professional qualifications and industry-wide standards are necessary to raise the perception of the hospitality sector with both potential employees and with society as a whole

How the hospitality industry, and in particular the pub sector, train and develop their people remains a massive issue which has gone unchecked for some years. It surely must be the over-arching aim of the industry - and BII, given its position as the only professional body - to establish a sector wide set of qualifications which underpin a clear career pathway, not only for the existing workforce, but those looking to our industry for employment.

Therein lies the problem though. Many young people and parents, but importantly those providing information, advice and guidance, do not see the pub world as a credible place in which to build a career. They see it as a job and in many instances as a stop-gap. And yet, when you consider the vast processes and functions which form part of the 'grain to glass' journey, there are some fantastic career opportunities.

Having just completed my tenth month in post, I spent some time recently at a major brewery and watched in awe at the brewers

crafting the beer. What thrilled me more than anything though, was seeing the chemical formulas and the fact that when the brewer showed me where the hop sat within the formula, I got it, and, having spent 5 years at school being baffled by chemistry, it re-emphasised to me the importance of vocational education.

Professional Vocation

As a professional body the BII has much work to do to drive this message. When you consider the ways in which professional bodies support other sectors, there exists a great opportunity for our industry to shape something very exciting for the future. I draw a parallel with where the construction industry was over 60 years ago where very little structure or regulation existed, and where personal growth and certainty of employment were confined to the few.

"The hospitality industry is supported by a workforce, 46% of which are aged between 18 and 24 and yet most of whom do not possess any qualifications at any appropriate level related to hospitality or retail"

Today the construction industry offers a very clear and credible career pathway for all its vocational trades and for those wishing to progress to professional qualifications. The same exists too for many other sectors. Consider the Care sector and the transformation which is emerging at the moment. I believe there will come a time when all their workforce will be expected to be trained to a particular level, at level 2 for example. Our industry should be no different and we must also transform ourselves.

Raising Aspirations with Qualifications

Just think about the 15 year old at school, the 18 year old at college and the 21 year old graduate at university. If they aspire to be a nurse, an electrician, accountant or chemist, the professional bodies representing those industries offer much in terms of structured qualifications and importantly, those qualifications have a clear correlation to their professional membership classes. Those sectors also have well developed career routes for those seeking a professional qualification as an alternative to going on to further education or university. Compare that to our industry where no such pathway exists, other than the internal company training programmes.

The hospitality industry is supported by a workforce, 46% of which are aged between 18 and 24 and yet most of whom do not possess any qualifications at any appropriate level related to hospitality or retail. Why is this important?

Firstly we need a professional work force. The skills gap and high staff turnover which exists in our industry does impact on profitability and productivity.

Secondly, given the powerful influence that educational attainment has on long-term economic growth, our focus must be on establishing and sustaining a highly-skilled workforce.

Changing Perceptions

Having a highly-skilled workforce is not just about having people with core competencies and requisite training, and it is NOT about sending people back to the classroom. On a macro level, it's about influencing society and bringing about change through personal growth and attainment.

If our industry is to be listened to on other agendas, we need to recognise that there is a much wider role to play and I believe we should seek to establish an industry recognised standard - a standard that is linked to formal qualifications (as opposed to certificates) that pub operators across the country seek out when recruiting workers.

This is about formally recognising the skills our people possess or work hard to attain. Why wouldn't we set a benchmark that anybody serving alcohol should be trained to a national standard and dare I say, shouldn't all staff have a Personal Licence as well?

Making Hospitality a Credible Career

If we jointly embrace the challenge of establishing a credible industry-wide career framework which reflects all aspects of our diverse industry, we will start to attract and retain those best-in-class staff who form the next generation of the pub workforce.

*"Firstly we need a professional work force.
The skills gap and high staff turnover
which exists in our industry does
impact on profitability and productivity"*

For that to happen though, the qualifications the BII's awarding body accredits must be appropriate and, more importantly, developed in partnership with industry. I have a strong message for the colleges and universities too. Adapt your traditional hospitality and catering courses and look to the pub sector as a credible industry partner.

Getting a universally-recognised career path in place in this industry is a key objective of mine. The other key aim is to deliver unrivalled services and benefits to BII members which support them through their entire careers in the pub trade – from before they have served a single drink or looked at a pub agreement, offering development and support which improve their role as an operator, but crucially, providing best in class support, advice and help, when they get into difficulties.

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the experience matters

Matthew Clark

Perceptions - Cleaning up an Image?



Keith Knowles and Brandon Lewis

Training
Guild

There might be around a million young people unemployed but there are thousands of jobs going begging in hospitality. Begging? Well that is the view of Keith Knowles, Chairman of industry group Perceptions, who have been running a programme to attract young people into the industry.

"It is staggering that across the country there are literally thousands of opportunities for young people to get into a career in hospitality, yet it's a challenge to get them to see it as an industry in which you can progress rapidly, earn good money and learn all the skills required to run a business", said Keith.

The Perceptions programme aims to give young people a flavour of the careers on offer through a two-week work taster in selected pub and bar operators. Candidates undertake a pre-employment programme in which they learn about the industry, achieve level 2 qualifications in Health & Safety and Food Safety prior to putting their learning into practice in the workplace. "The aim is to ensure everybody knows what is expected of them; that we do our utmost to attract the right people so we minimise staff turnover and in turn create greater stability amongst the workforce. This enables companies to invest in future development and training and in providing clear, structured, career paths to help young people reach their potential," added Keith.

Early Success

Over 15,000 opportunities will be created over the next two years. Already the programme has witnessed success. Take Billy. Just over

a year ago Billy was homeless, jobless and not sure where he was headed or what awaited him. He linked with New Horizons, a charity dedicated to helping young people gain skills and knowledge to improve their life chances.

"We do our utmost to attract the right people so we minimise staff turnover and in turn create greater stability amongst the workforce"

Meanwhile, local business Somers Town Coffee House was looking to support local community projects and to recruit and train staff. Their worlds collided and Billy joined Somers Town on a work placement programme. He was trained, achieved his qualifications and then offered a permanent job at the bar. "We wanted to work with our local community," said Yummy Pubs Director Anthony Pender, "and by offering the opportunity to help young people into work we can make a valuable contribution to our local environment.

Rewarding Careers

"A year on Billy has gained his personal license and is now commencing an apprenticeship programme. "This opportunity has turned my life around" said Billy, "and I now have a career that I never even knew existed."

Billy, like thousands of young people, has discovered by chance, a fulfilling and rewarding career that has no boundaries regarding personal ability or qualifications. "It is not unusual to find people that have started their career in a bar and are now in the boardroom of large and small businesses across the country, myself included," said Keith.

National companies such as Stonegate Pub Company, Whitbread and Spirit Group have all recently won awards for their innovative and engaging employee training and progression programmes. "Literally hundreds of thousands of certificates and qualifications are awarded every year across hospitality to existing employees yet we still have a problem being viewed not only as a serious career option but also as an industry that has great pathways to success."

Get Involved

It's easy to get involved. Go to <http://www.hospitalityguild.co.uk/Whats-Happening/Campaigns/Pub-bar-Careers> and register your support for the programme.

Here employers can pledge placements. You will then be contacted by the People 1st team who will work with you to match candidates to your business or brand. "Together we can crack this," said Keith, "We can change lives."



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Your Education Partner



The CPL Training Group is constantly developing blended training solutions for those in the licenced retail and hospitality sector. These training solutions include online products and services such as custom e-learning courses, intranet development and appraisals tools; which not only compliment face-to-face training but aids CPL customers to go further by helping them monitor and manage their training productivity online.

CPL Training

Daniel Davies, CEO of the CPL Training Group said: "Face-to-face training will always be apparent in the hospitality industry - we train over 30,000 people a year in venues across the UK. However, e-learning is a sure-fire way to ensure all employees are up to the same training standard quickly and economically; qualities that are valued highly by the likes of licensees. By providing a blended learning approach to training we aim to keep those who work in the hospitality and licensing complaint with current regulations effectively and without hassle."

The Bleeding Wolf, Scholar Green, Congleton



After a year of Robinsons conducting their Pub Training programme, Mark Gibson, licensee of The Bleeding Wolf in Scholar Green, Congleton, spoke up and revealed how online training was working wonders for his staff.

CPL asked Mark Gibson, licensee of The Bleeding Wolf, various questions about his e-learning experience, such as how he found the console to use, if there was a business benefit of using e-learning and other online training-related questions.

Gibson saw an improvement in his 34-strong workforce through the e-learning courses. He found that his members of staff participated in the courses without any obligation and the courses had also broadened their knowledge - enabling them to provide a better service as well as working in a safer environment. Gibson said: "Alongside our in-house training, the e-learning courses have enabled us to obtain 100% on every mystery shopper test."

Brittany Kettle, a member of staff from The Bleeding Wolf said: "The benefit of the e-learning courses are the skills and extra knowledge they provide within my job role, especially when it came to understanding more about cask ales, which we have a large range of. Courses like Health & Safety and Bar Excellence highlighted things that I would not have known before, particularly when it came to understanding how to provide exceptional customer service."

Overall, Gibson found the courses good value for money and thought the further developments of the console to be highly beneficial: "We think the way the console has enabled the recording of non-e-learning training will be a big advantage for businesses to keep track of all types of training. We are extremely pleased with the training package we have received from Robinsons Brewery and the online courses and training tools that CPL has created."

Dennis Forsyth, FBII and owner of Cheers Café, Bar & Tavern is one of Scotland's top licensed premises thanks to their excellent training scheme.

Forsyth particularly favours the two Cask Marque courses Bar Excellence and Cellar Management, which were created in conjunction with CPL Online specifically for licensed premises. He said: "The Bar Excellence course we undertook in 2011 was an inspiration and encouraged us to move onwards and upwards. These online training courses are one of the reasons why we've gone on to reach many finals, which now totals at 15 in the last 9 months! We are particularly proud about winning the BII Best Scottish Training award and three national Best Bar None awards."

Dennis has also recently won the Tennent's Quality Award at DRAM Scottish Licensed Trade Awards and is making training a priority over the next three months. He has purchased over 100 e-learning modules for his 22 employees to develop their knowledge on Health & Safety, licensing issues and the hospitality sector to raise their standards even higher.

Cheers Café, Bar & Tavern, Fraserburgh, Scotland



David Dasher, MD of CPL Online (the CPL Training Group's online division) said: "We are very happy for Dennis and his successful site. His commitment to e-learning proves online training works and his blended approach to training is a winner. We wish him luck with the rest of his many finals and hope to further develop courses specifically for the hospitality sector to aid people like Dennis with their licensed premises."

Cheers Café, Bar & Tavern also won year's BT Sports Great British Pub Awards category of Best Smoking Area and reached their Best Cellar category final for Scotland & North England. Forsyth said: "The CPL e-learning modules are perfect for businesses that are located in rural areas where access to 'college-type' training is improbable. My staff can enjoy good quality training in the comfort of their home or in our own training room and it is very cost effective."

A year on since launching the Genting Academy, the casino operator is expanding their curriculum with a full deck of bespoke e-learning courses.

The Genting Academy training console is created by CPL Online. Adrian Howes, a key member of the L&D team at Genting Casinos UK, company worked closely with CPL to ensure the online products are completely tailored to the operator.

The branded training console is accessible by all staff across the 40 UK Genting sites and to date over 4,000 staff have sat and completed courses. The online console allows managers to easily track their staff's progress by enabling them to view employee's

e-learning course statistics and listing any Bookshelf items staff have viewed through the Training Timeline.

David Dasher, MD of CPL Online, is delighted with Genting's response to online training console: "Genting have been phenomenal in their approach to using this console, especially when we came to expanding on their News Channel feature. The enthusiasm they have expressed in using the console from the start has been incredible."

Genting have been so impressed with the Academy console that they asked CPL to create five new custom courses, tailored to the gaming and casino industry. Cheating Awareness, in particular, is being hailed by both companies as revolutionary. The course includes actual CCTV footage from across Genting sites to show learners how quickly cheating can happen as well as how many tricks exist, plus detailed 3D animations and images are used as part of interactive games throughout the course.

David Dasher said: "Right from the start Genting knew what they wanted and allowed us to really demonstrate our skills and innovative abilities. The Cheating Awareness course is one of the best custom courses we have created to date and I cannot wait for Genting staff to start using it – it is incredible visually and a stimulating way for people to learn."

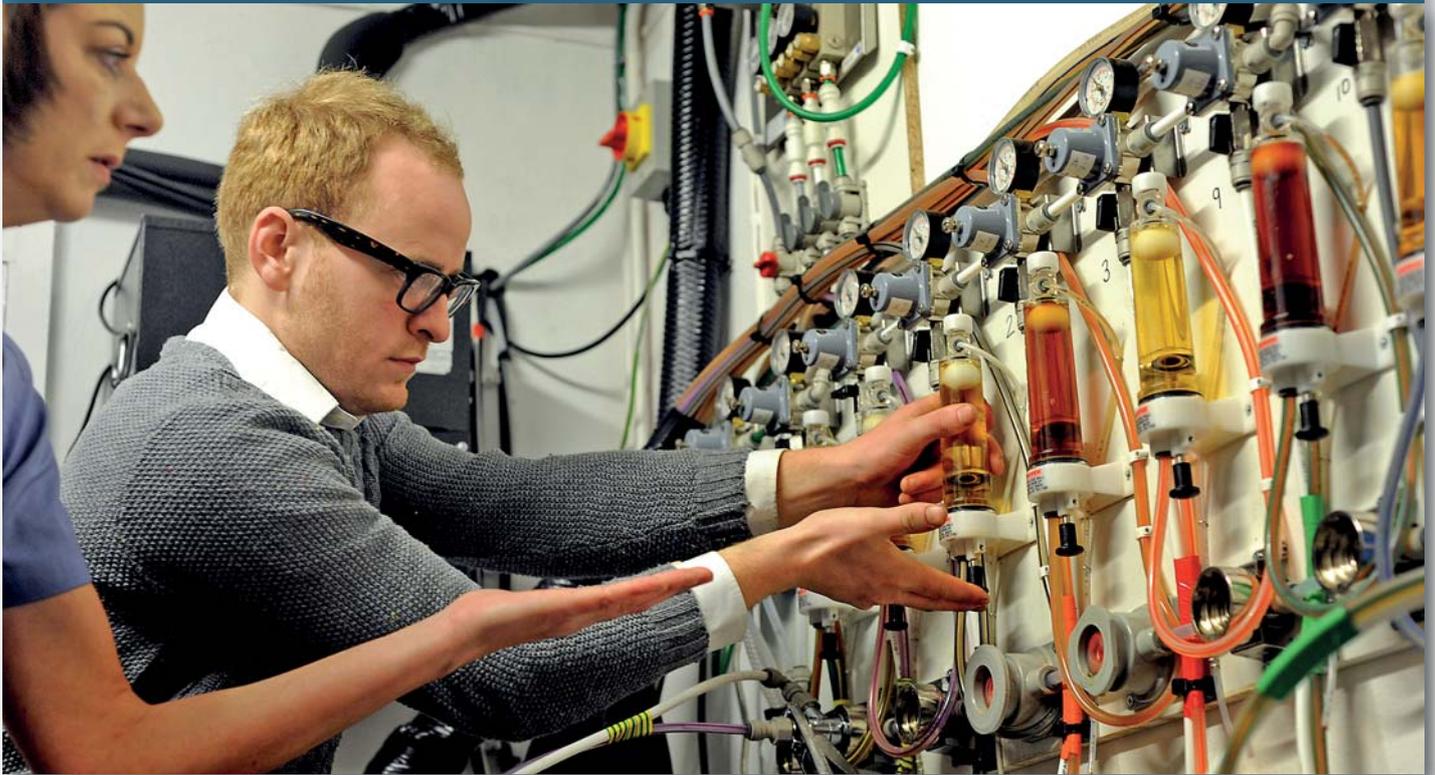
Nick Povey, Head of Security at Genting, said: "The online and interactive Cheating Awareness course is the first of its kind anywhere within the casino industry. It will provide our staff with an easy to use, effective training platform that will undoubtedly make a real difference on the casino floor."

Both Genting and CPL are looking forward to the release of their latest custom courses later this year, which will further expand the Academy.

Genting Casinos, UK



Cellar Management



Training

Annabel Smith of Cask Marque explains how the organisation can help licensees and their staff improve their quality - and their profits

An interesting question was posed to Cask Marque this year by a journalist from over the pond. How many drinkers know how beer gets from the cellar to the bar, arriving in the same peak condition the brewer intended it to be served? We had to concede that for the majority of drinkers, all they see is a truck pull up outside the pub, barrels of beer disappearing into some mysterious place, and then beer magically appearing from a tap or handpull on the bar. There is very little consumer awareness of the journey beer goes through between delivery and serve.

The question got us thinking even further. Some of these drinkers will go on to run pubs in the future. If they decide to work for a managed group, robust training programmes are in place to ensure these newcomers to the trade know why they need to let cask beer settle, why cellar temperature is important, why hygiene is paramount, how lines should be cleaned, what procedures need to be taken before the beer is poured into the glass. Managed groups recognise the importance of the beer category – that beer drinkers determine the pub of choice amongst groups of drinkers, that beer is still the biggest selling category of drink (be it lager, cask ale, stout) in the on-trade, and that quality of the product is a driving force for the business succeeding or failing.

But what about the free and leased trade? In some instances, it becomes a matter of choice whether any kind of cellar and beer

training is taken. In other instances, there is no clear signpost directing these publicans where they can get this kind of training. An alarming statistic is that only 30% of these licensees have ever had any formal cellar management training. Yet it's proven that structured training, when implemented can increase yields by up to 7% and increase sales by up to 3%.

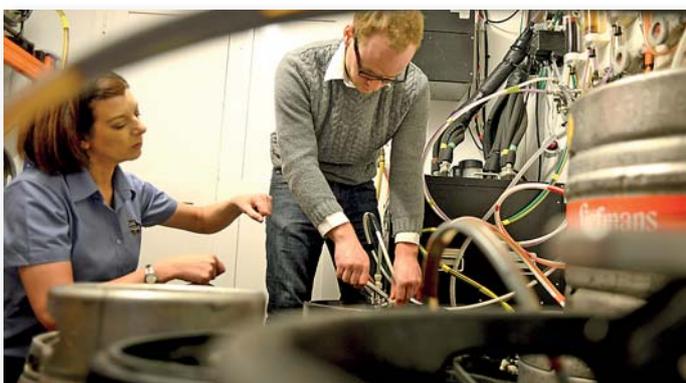
“It’s proven that structured training, when implemented can increase yields by up to 7% and increase sales by up to 3%”

We have found so many instances of pubs where the licensee has taken advice from the pub down the road, or from a beer drinker in the pub itself on how to correctly handle, store, and serve beer. Unfortunately, much of this advice is incorrect or outdated, resulting in poor yields, high wastage and ultimately disappointed and dissatisfied beer drinkers. Ultimately, this all impacts on bottom line profit.

Award in Beer and Cellar Quality

Cask Marque were instrumental in developing a structured cellar management training programme back in 2004 in conjunction with the BBPA and the BII. The programme, called the Award in Beer and Cellar Quality (ABCQ), has one of the highest take ups of any qualification offered by the BII.

But it is still not mandatory; in other words anyone – absolutely anyone – can take on a pub and start serving beer without any



formal training on how to handle the product. The biggest sector of the industry which is untrained is free and leased outlets.

In 2013 we decided to address this. We can't force publicans to take the ABCQ qualification, but we can make it easier for them to find where to get this training, in their area, delivered by highly experienced Cask Marque trainers, with their wealth of knowledge and skill at getting the information across in an effective way.

Centres of Excellence

We realised the importance of venues: cellar management training isn't effective when totally delivered in a classroom environment. Learners need to know how beer is actually made to understand how it will behave in their cellar.

So we engaged 11 breweries across the UK and vetted their learning environments. All the breweries (nominated as 'Centres of Excellence' by Cask Marque) could offer a brewery tour, a working cellar, an operational bar, and a training room. This allowed us to offer delegates a complete learning experience, not just a theory based set of slides. We included visual, auditory and hands-on stimulus, allowing learners to transfer the skills back in their own sites. The venues gave us the platform to demonstrate how much care is taken over beer at source level, and how once beer is delivered to them, they become the custodian of beer quality for the sake of the brand and their drinkers.

The nationwide spread of the Centres of Excellence enables publicans to find a training centre geographically convenient to them. The category led training ensures all beer types are discussed and covered. The content of the training directs publicans towards the commercial argument for establishing key practices and behaviours when handling beer.

Our biggest challenge?

Letting publicans know that they can access this training, and getting them to be proactive in seeking this out. Cask Marque have heavily campaigned for all pubs to have a trained 'cellar champion'. But we need a concerted effort on part of the whole beer industry to ensure this vision becomes a reality. Cellar management training should not be an 'optional extra', it is a critical factor contributing to the long term success of the business.

“Cellar management training isn't effective when totally delivered in a classroom environment. Learners need to know how beer is actually made to understand how it will behave in their cellar”

A Palmers tenant, Nikki Bligh from The George at West Bay commented to Cask Marque, “The day was not only enjoyable but very informative, there were several things I learnt and consequently changed some of our practices here when I returned. This week I have been asked what we are doing differently with our beer because it tastes so good! I felt you should know how very worthwhile the course is”

As the recognised custodians of beer quality in the UK, Cask Marque implore the whole of the industry to direct any beer handlers towards this structured and consistent training programme. This safeguards the reputation of brands, on-trade premises and ultimately the satisfaction of millions of beer drinkers.

For more information about Cask Marque's Centres of Excellence and ABCQ training please visit www.cask-marque.co.uk or call 01206 752212.

10 years and 10,000 students on!



Beer Academy

"It was splendid. I loved the experience and I would come back again."

"Really enjoyed it. Had some great discussions, some great beer and I felt I learnt loads"

Just two of the thousands of positive comments from the many students attending Beer Academy courses over the past 10 years.

This year the Beer Academy will celebrate its 10th anniversary. Established in 2003 by a small group of passionate industry supporters, the Beer Academy sought to emulate the success of the Wine and Spirits Education Trust - an industry body widely and enthusiastically supported by all the key producers, distributors and retailers from the wine and spirits sectors, who quickly recognised it and supported it as the Industry Body for trade and consumer education in those sectors.

Educate, Enthuse, Enlighten

The Beer Academy mission was (and remains) to Educate, Enlighten and Enthuse all those working in any role within the beer sector - and with a target audience of over 1 million working in the beer and pub sector then the challenge at the outset was seen to be

how all those people could be trained! The Industry was keen to support and many companies and associations came on board as Patrons. In 2007 the Beer Academy became a division of the Institute of Brewing & Distilling (IBD) - the global leader in the provision of technical qualifications for Brewers and Distillers.

"There is a beer for every occasion, for everyone and for every eating occasion - let's hear it for beer and let's hear it for beer education"

After 10 years, excellent progress has been made - but the Beer Academy Foundation Course has in the last 5 years been attended by fewer than 1500 people - and 50% of them are consumers. In total the Beer academy now trains over 1000 people per annum through its full range of courses and events - great progress - but this is only a fraction of those that are potential beer ambassadors with the public.

Let there be Beer Training

Now is the time for the sector to grasp the opportunity, take the initiative and seriously engage in training. 'Let there be education' is the rallying cry. Let's support the sector by recognising that we could meet customer and consumer expectations so much more

readily if we had a significant cohort of core employees that can talk and communicate knowledgeably about beer - how it is brewed, what are the raw materials, what is the role of the huge range of styles, how do beer and food menus work, what is the right glassware.

Our consumers are in some respects ahead of us - seeking out information and knowledge, but so often faced with a lack of information at the point of sale - be it B2B or at retail.

Beer is the engine of the On Trade - if 'pub is the hub' then 'beer is the heart' - and it needs to be a beating heart - pro actively proclaiming its role as the focal point of the on trade - supported by passionate, enlightened and knowledgeable people.

There is a beer for every occasion, for everyone and for every eating occasion - let's hear it for beer and let's hear it for beer education.

The Beer Academy offers a full educational programme for the Beer and Retail sectors - from the 90-Minute themed beer tasting events, through the one-day Foundation Course, two-day Advanced Course, half-day Beer and Food Matching and How to Judge Beer courses through to the ultimate accolade, the Beer Academy Beer Sommelier Accreditation award.

“Our consumers are in some respects ahead of us - seeking out information and knowledge, but so often faced with a lack of information at the point of sale”

Now in its third year, the Sommelier accreditation programme has been extremely successful in identifying those individuals with the knowledge and passion to educate, enthuse and enlighten about beer. To date, over 40 people from around the world - Sweden, USA, New Zealand, Norway, Australia, Denmark, Norway, Dubai as well as the UK - have passed the rigorous assessment process demanded.

Looking forward, the Academy will increasingly focus on offering additional accredited qualifications for the retail trade, most notably a Beer Ambassador qualification and a formal Beer Trainer qualification which will enable Beer Ambassadors and Beer Sommeliers to apply their knowledge with clarity, passion and enthusiasm.

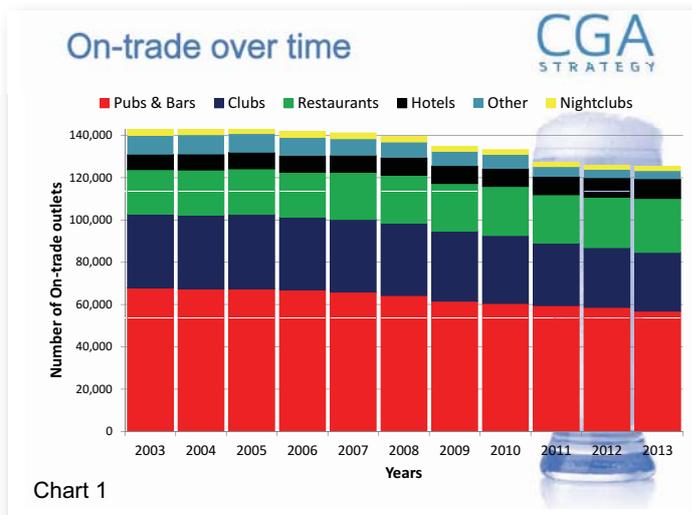
The recent appointments of Alastair Scott as Business Development Director and Alex Barlow as Lead Tutor emphasise the commitment of the Beer Academy to drive forward with beer training and education, building on the solid platform established over the past 10 years.

For full details visit www.beeracademy.co.uk
or contact Dan Cannas at The Beer Academy

Tel 020 7499 1156 E-Mail dan.cannas@ibd.org.uk



How fares the OnTrade?



Without being over-dramatic the OnTrade is in a strategic transition period. It began in the mid 90's and is gathering pace. The pace is however twofold: shake-out - premises are closing that no longer have a future, and new entrant - those for the future.

“As the OnTrade re-focuses it has also re-evaluated what it does. As an indication of the change, the most versatile OnTrade premises - pubs - are providing substantially varied services”

An OnTrade Preview

A speculative study for the near future by Ashley Cairns, On Trade Consultant and Director of CGA Strategy

To look forward with confidence you need to look back to see where you have come from, and know what has influenced the past. Looking over the shoulder now, the tracks one sees appear volatile in the extreme. However, with a little time and some skill and experience, that graph with the profile of an Alpine skyline can be adjusted, smoothed and then rationalised into something upon which we can project the future.

This is something we regularly do at CGA Strategy, as well as the other aspects that market experts need to do in order to understand our beautifully complex, and in some cases eccentrically British, phenomenon - the OnTrade.

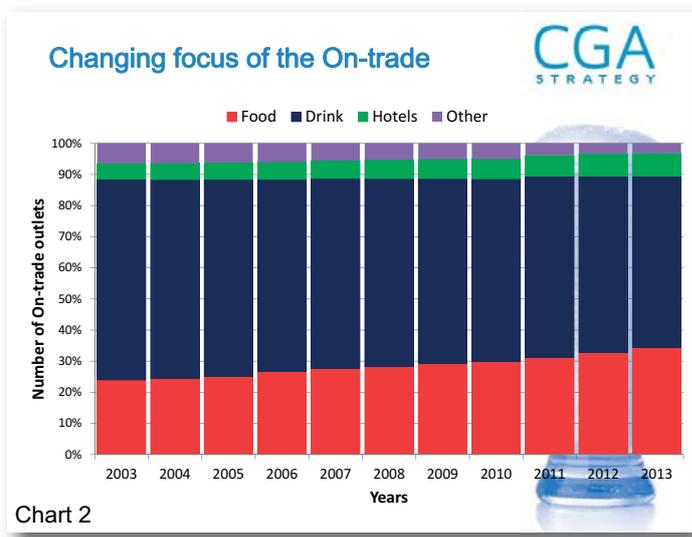
In this thought piece for the 15th edition of The OnTrade Preview we shall look at six major strands of the OnTrade

- Outlets**
- Customers**
- Products**
- Technology**
- Services**
- GovernmentOutlets**

CGA have tracked licensed premises since 1993. The last few years has seen substantial declines. Chart 1 is a ten year view

The last five years has seen an acceleration of the former (it's the economy...) whilst the growth has slowed (it's also the economy but add to this scarce resource - capital).

Leading the growth, with over 1/3 of OnTrade premises, are food influenced outlets. See Chart 2 below



Since 2012 a new phenomenon has been seen: “micro-pubs”. Largely these pubs are cask driven, small capacity (30-40), big on

communal drinking but limited in trading hours (Closed by 10:30); not quite the return of “parlour” pubs but perhaps a 21st century incarnation. They are not capital intense and are development to watch this year.

Recent Home Office licence numbers do not reflect trading premises and thus there can be an underestimation of trends for premises.

The real view for the OnTrade is a continuing decline in overall numbers of premises but with an increasing focus on foodservice and quality drinking places.



Products

Lager

The rise of the lager phenomenon, in volume terms, may have topped out some years ago but it remains the biggest single component category in the OnTrade. It is led by global brands and perpetual investment sustains these brands. There are still opportunities for development in the category and this will continue.

Cider

Cider has had an exceptional run in recent years and this looks more sustainable than it proved in the 80's and 90's. The difference is the breadth of cider developments. The use of other fruits to complement the apple based product; the emphasis on premium product and traditional value all result in the category pushing the bounds on three strands. It may well have been inspired by the beer world, and there is also evidence that this inventiveness is being seen in brewing too.

“Increased consumer demand for traceability, extended flavour, sustainable production, premium experience and quality will continue to drive our traditional cask beer category”

Ale

Increased consumer demand for traceability, extended flavour, sustainable production, premium experience and quality will

continue to drive our traditional cask beer category. The OnTrade currently remains the best place to indulge this category. It should be noted that the OnTrade for cask is no longer simply pubs, clubs and bars but also festivals. Who is thinking only of beer festivals? The presence of cask beer is more prevalent than ever at the other major festival and event occasions typified by music and food. The cask message is being spread. The cask re-discovery here has opened the market for developments in beer outside of a cask. Influenced by the scene in the USA craft brewed beers have carved out a premium niche.

Spirits

Tracking this consumer led trend the spirits sector have undertaken a two prong strategy of “premiumisation” of traditional drinks, which has been a focal point for a number of years, and then the reinvigoration of cocktails where spirits compete as long drinks with the aspect of theatre that makes the occasion special. There is more opportunity with both strands but cocktails are likely to see the biggest gains

Wine

Wine's position as the great accompaniment with food puts it in pole position for increased importance. The market itself is becoming highly competitive as following years of relative slumber the traditional European countries are fighting back and will continue to reassert themselves.





Soft Drinks

Soft drinks remain dominated by global giants and their agents. The developments are where the premiumisation is seen, predominantly complimentary to premium spirit products. Another area of growth is with the abstinent customer base. This group is increasing in line with food-led outlets as it brings in non-pub customers.

Food

The traditional roast dinner is the great success for the pub market. Whilst it seems certain we will continue to favour what is really our national dish the expansion of our tastes and the inventiveness of food manufacturers will continue to push the boundaries and see increased experimentation.

Our favourite ethnic food, Indian, is significantly more complex and varied. Rick Stein's trip to the Indian sub-continent enlightened many this year. Extended Indian menus will follow in the pub and Indian restaurants are moving into a higher quality end of the market.

“The removal of the duty escalator for beer recently may be the beginning of a thaw in what has been harsh treatment for many years.”

As premiumisation has developed in drinks and outlets, other categories are doing the same. Bagged snacks have developed brands and found placement for their products in complementary chains and styles of outlets.

Breakfast

Breakfast also continues to grow in importance particularly for pubs. They are more geared up and focussed to take advantage of the occasion. Research shows that ca.28% of branded pubs are offering breakfast. Key is the locational factor which is derived by substantial footfall and/or a captive market.



Coffee

For another service that has great margin, can add quality to a business and will pull in customers then look at coffee. Pubs, it was claimed recently, sold as much coffee as some of the specialist chains. What one can see is that the OnTrade is beginning to really know the category of hot drinks. What may be missing is tea. The British are still substantial tea drinkers but its representation in the OnTrade is nowhere near that of coffee.

Services

As the OnTrade re-focuses it has also re-evaluated what it does. As an indication of the change, the most versatile OnTrade premises - pubs - are providing substantially varied services. There are some that stand out:

Accommodation continues to grow. The budget lodge alongside a pub may be slowing but it is still the largest in terms of rooms by style. Budget lodges appear to be developing proportionally more old hotels and former offices and the like.

Pubs have a niche opportunity. This is seeing small in-pub development. The number of pubs with less than 5 letting rooms is over 4,000 premises.

“The real view for the OnTrade is a continuing decline in overall numbers of premises but with an increasing focus on foodservice and quality drinking places”

Boutique hotel developments also emphasise the demand for “quality” and “special”. There are an increasing number of small groups establishing themselves. Adjacent to this are the up-market bed & breakfast places and aparthotels. These all have OnTrade credentials - if not always licensed, they are still competitive to the sector.

It is not only inside pubs where opportunities have been exploited. Without the benefit of robust quantitative research we can rely on

qualitative observations of events and activities happening in the trade. Open air events and activities seen during the year include car boot sales, garden festivals, cinematic events in the garden, petanque, bowls, fetes, weddings in tents, club dinners.

It is undoubtedly true that there are many more types of events beyond those listed, but what is true is that there are more pubs and clubs developing their establishments as extended community buildings.

Pub is the Hub, who will write more fully in this edition, is a leading organisation that helps promote initiatives beyond historical pub norm of selling drink, food and socialising.

The list of additional services stretch from the vital, like post offices and stores, to the less common but of equal, if not greater, importance.

Public sector spending cuts are creating opportunities that would have been un-thought of just five years ago, with at least one council backing the idea of pubs being the ideal places to provide additional care for elderly and vulnerable adults in the community – whether social or with meal provision

“The impacts of consumer websites where they express their experience of visiting a pub, restaurant or hotel are increasingly influential.”

Customers

We need them, we need to understand them and we need to listen to them. This does not mean that we will always react to what they say. The impacts of consumer websites where they express their experience of visiting a pub, restaurant or hotel are increasingly influential. It has been said that of all the jobs required of a licensee, the monitoring of these sites and addressing problems is becoming one of the highest priorities.

Engagement is becoming increasingly complex and multi-faceted. With that comes more cost, but is it a cost that one can forego or ignore?

Technology

Wi-Fi is ubiquitous these days. As internet access rolls over to 86% (ONS Q3 2013 all adults) it is a simple extension for a small outlet to share their access with their customers. In larger establishments the media groups are offering solutions. For some areas of the OnTrade, where there is a captive market, it is still seen as a revenue stream - mostly it is now a given free service. In time it will become completely free to air anyway, as the data captured on the individual user has greater value.

Government

The removal of the duty escalator for beer recently may be the beginning of a thaw in what has been harsh treatment for many years.

There again why was it just beer? Can the case be made for reduced VAT? It appears that it can and it has to be desirable. It would benefit OnTrade with probably food and accommodation the focus, but surely drinks will not be invited to the party?

Elsewhere there is much talk regarding the Licensing Act (2003) and whether it is in need of review. The debate will potentially become more intense in 2014.

Overall change is a perpetual state for those in the OnTrade. The whole of the trade, when it works together, can make solid cases and achieve positive improvements that benefit consumers, business and the country.

“As the OnTrade re-focuses it has also re-evaluated what it does. As an indication of the change, the most versatile OnTrade premises - pubs - are providing substantially varied services”

Some hopes for 2014

The economy really improves and consumers have a few extra pounds in their pockets for that increasingly sociable occasion; the OnTrade wins a large proportion of disposable income.

The industry has a reduced tax burden

We stop using the word “alcohol” when we talk about the alcoholic drink products our industry sells; brewers, cider-makers, vintners and distillers make beer, cider, wine, and spirits. Industrial chemical companies make alcohol!

We see more people re-engaging and socialising in pubs, bars, clubs et al. To quote a campaign this year “ItsBetterDownThePub”. One of the campaign’s tenets was effectively use it or lose it

PS

This is a bit left field but is a “sign of the times”; “evolution”; “demand driven rationalisation” These are the public phone boxes on Piccadilly Station.



With well over 1000 cask beer brewers in the UK all producing a medley of styles, strengths and seasons, we can't attempt to list them all. This round-up of A-list cask ales are permanently available and can be stocked with confidence in their quality and consistency - but that is certainly not to suggest that ales not listed here are unreliable!

A List Ales

1892 Mild ABV 3.3%

An excellent easy drinking light mild with a dry roasted nutty malt palate & delicate golding dry hop aroma. Hatter has a quenching balance of malt & hops in finish

Frederic Robinson 0161 480 6571 www.frederic-robinson.co.uk

6X Premium 4.3%

The classic premium ale that has made Wadworth famous. Well known & respected 6X is a beacon on the bar for many ale drinkers.

Wadworth 01380 723361 www.wadworth.co.uk

Abbot Ale Premium 5.0%

Greene King's Flagship Brand, brewed for longer leading to a full flavoured, smooth & mature ale. Perfect for those who appreciate quality & character.

Greene King 0845 6001799. www.greeneking.co.uk

Adam Henson's Rare Breed Bitter 4.2%

Combines a shared passion for farming & brewing. A distinctive pale amber beer...hoppy, citrus, & refreshing.

Butcombe Brewery 01934 863963 www.butcombe.com

Banks's Bitter Bitter 3.8%

Brewed since 1875 Banks's Bitter is a trusted & consistent brand. Crafted with the finest ingredients to deliver a really easy drinking belter of a beer, with malty, hoppy flavours & a refreshing clean, bitter finish.

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Banks's Mild Mild 3.5%

A light chestnut coloured beer, exhibiting a glorious balance. Malty, with a subtle but perceptible burnt note; full bodied, with a hint of bitterness counterbalancing the rich, biscuity flavour that derives from the pick-of-the-crop barley we select for this brew.

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Banks's Sunbeam Pale 4.2%

Brewed to be easy drinking, Sunbeam is refreshing with a clean long finish. With the citrus hop aroma, the shimmering blonde colour & the rich gooseberry & zesty grapefruit taste it is easy to see why Sunbeam is such a desirable beer.

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Barnsley Bitter Bitter 3.8%

Chestnut in colour, having a well rounded, rich flavour, it retains a lasting bitter finish.

Acorn 01226 270734 www.acorn-brewery.co.uk

Bass Ale Premium 4.4%

Still brewed to an original recipe using only the finest ingredients & the experience of generations. It is brewed with two strains of yeast to produce a complex nutty, malty taste with subtle hop undertones, which has widespread appeal to repertoire drinkers.

InBev 01582 391166 www.inbev.com

Belhaven 80/- Bitter 4.2%

80 Shilling is Belhaven's classic, hand-pulled, cask-conditioned ale. It has a classic red appearance in the glass, with a rich, smooth texture

Greene King 0845 600 1799 www.greeneking.co.uk

Belhaven IPA Bitter 3.8%

This modern, flavoursome golden beer offers a delightful fusion of malt & fresh hop. Refreshing floral hints combine to produce a crisp clean flavour.

Greene King 0845 600 1799 www.greeneking.co.uk

Belhaven St Andrews Premium 4.9%

A complex but refreshing beer of 'Sweet & Sour' flavours for the discerning palate. The Malt Whisky of beer

Greene King 0845 600 1799 www.greeneking.co.uk

Betty Stogs Bitter 4.0%

An award winning beer with a light hop perfume & underlying malt. An easy drinking copper ale with a bitter finish that is slow to develop & long to fade.

Skinner's 01872 271885 www.skinnersbrewery.com

Bishop's Finger Premium 5.0%

A dark, strong, premium cask-conditioned ale brewed to a traditional Kentish recipe. Full bodied with complex fruit flavours.

Shepherd Neame 01795 532206 www.shepherd-neame.co.uk

Bishop's Tipple Premium 5.0%

A strong, zingy citrus ale. Deceptively light in colour, with zesty taste & a lingering hop finish. A well known & respected strong ale

Wadworth 01380 723361 www.wadworth.co.uk

Bitter and Twisted Golden 3.8%

Multi award winning blonde beer with a hint of honey & the tang of grapefruit & spicy fruitiness, like the twist of a lemon

Harviestoun Brewery 01259 769100 www.harviestoun-brewery.co.uk

Black Sheep Ale Bitter 4.4%

A clean-drinking premium bitter with robust fruit, malt & hops. It has an aroma of hops, orange-fruit & roast coffee maltiness. The taste is bittersweet in the mouth with a dry finish, packed with fruity notes & Goldings hops. It is brewed using the unusual Yorkshire Square fermentation system.

Black Sheep 01765 689227 www.blacksheepbrewery.co.uk

Black Sheep Best Bitter Bitter 3.8%

A pale golden session beer with a pronounced hop character. The aroma is of Fuggles hops against a malty background. Peppery hops in the mouth with a long, bitter finish & a rich creamy head. Regional Gold medal winner in SIBA's Best Bitter category.

Black Sheep 01765 689227 www.blacksheepbrewery.co.uk

Boltmaker Bitter 4.0%

Well-balanced, genuine Yorkshire Bitter with a full measure of maltiness & hoppy aroma. .

Timothy Taylor 01535 603139 www.timothytaylor.co.uk

Bombardier Premium 4.3%

Brewed using natural mineral water from the brewers own well, & hand sampled hops. It has a lingering soft spicy finish with sultana fruit character.

Wells & Youngs 01234 272766 www.wellsandyoungs.co.uk

Brakspear Bitter Bitter 3.4%

The quintessential English ale. An amber coloured beer with a light hoppy aroma. The full malty sweet rounded flavour is balanced by a powerful bitterness providing a perfect contrast to the malt palate. Perhaps the greatest beer in the world at 3.4% abv.

Brakspear 01902 711811 www.marstonsbeercompany.co.uk

Brakspear Oxford Gold Bitter 4.0%

English Target hops give this beer a remarkable aroma. Late hopping with Goldings & fermentation by the Brakspear yeast creates a remarkably zesty aroma, a full fruity flavour & a golden colour. Over 200 years of brewing tradition ensures Oxford Gold is renowned for what is best in English brewing.

Brakspear 01902 711811 www.marstonsbeercompany.co.uk

Broadside Premium 4.7%

Originally brewed to commemorate the Battle of Sole Bay, fought over 300 years ago off the coast of Southwold. Brewed with East Anglian malted barley & First Gold hops, a dark ruby red beer, rich in fruitcake aromas, almonds & conserved fruit.

Adnams plc 01502 727200

www.adnams.co.uk



Cumbria Way Bitter ABV 4.1%

A full bodied bitter beer with superb mouth feel of rich malt & hops complemented by complex aromas of spicy hop, malt & tart fruit. A long dry finish with citrus fruit notes.

Frederic Robinson 0161 480 6571 www.frederic-robinson.co.uk

Dartmoor Best Bitter 3.5%

A beer with a strong regional heritage, this is a superb, easy drinking session ale with rich malt, fine fruit & a flint-dry finish

St. Austell Brewery 0845 2411122 www.staustellbrewery.co.uk

Deuchars IPA Golden 3.8%

Golden coloured refreshing, hoppy session beer. Surprisingly tasty for the alcohol level, hops & fruit are evident & are well balanced by the malt. Solid gold colour, remarkably aromatic. smooth body with hints of fresh citrus. Dry delicate hop flower finish. A drink that is both distinctive & long on refreshment.

Caledonian 0131 337 1286 www.caledonianbeer.com

Directors Premium 4.8%

Originally brewed exclusively for the Directors of the Alton Brewery & not for public sale, this is a genuine premium ale, pale brown in appearance with a deep rich taste.

Wells & Youngs 01234 272766 www.wellsandyoungs.co.uk

Discovery Golden 3.9%

Chilled blonde beer brewed with a unique blend of malted barley & wheat for a crisp base, complemented by zesty, citrus hop character.

Fuller, Smith & Turner 020 8996 2000 www.fullers.co.uk

Dizzy Blonde Bitter ABV 3.8%

Straw coloured Summer Ale with distinctive herbal or perfume like hop aroma. This light refreshing beer has a clean zesty hop dominated palate complemented by a crisp dry finish

Frederic Robinson 0161 480 6571 www.frederic-robinson.co.uk

Doom Bar Premium 4.0%

The UK's number-one cask beer, in both volume and value. Amber in colour, fruity, bitter-sweet balance with a dry finish

Sharp's 01208 862121 www.sharpsbrewery.co.uk

Eagle IPA Bitter 3.6%

Copper coloured beer with a citrus, sweet & grassy nose. It has a dryish bitterness on the palate & is light, crisp & sharp.

Wells & Youngs 01234 272766 www.wellsandyoungs.co.uk

ESB Premium 5.5%

Quite simply, The Champion Ale - no other beer of its type has won more awards around the world. Rich, powerful & bursting with flavour. 3 times former CBOB.

Fuller, Smith & Turner 020 8996 2000 www.fullers.co.uk

Butcombe Bitter Bitter 4.0%

The West Country's favourite beer derives from pure Mendip spring water.notably bitter, clean tasting, refreshingly dry & distinctive.

Butcombe Brewery 01934 863963 www.butcombe.com

Butcombe Gold Golden 4.4%

A refreshing golden bitter brimming with character.not to mention citrus hops & fruit. A malty fresh vitality gives way to a full bittersweet finish.pure Gold!

Butcombe Brewery 01934 863963 www.butcombe.com

Cornish Coaster Golden 3.6%

A smooth, easy drinking beer, golden in colour with a fresh hop aroma & dry malt & hops in the mouth. The finish starts malty but becomes dry & hoppy

Sharp's 01208 862121 www.sharpsbrewery.co.uk

Cornish Knocker Golden 4.5%

One of the original golden ales & one of the most popular. A consistent brew with flowery, fruity hops & malt undertones.

Skinner's 01872 271885 www.skinnerbrewery.com

Courage Best Bitter 4.0%

Pale in colour, fully balanced malty flavour & distinctive hop character, making an easy drinking session beer

Wells & Youngs 01234 272766 www.wellsandyoungs.co.uk

Explorer Golden 4.3%

Two American hops from the Yakima Valley - Columbus & Chinook add grapefruit flavours to this light refreshing beer.

Adnams plc 01502 727200 www.adnams.co.uk

Flying Scotsman Premium 4.0%

Brewed with the best barley from the North & robust southern hops. Profoundly malty in aroma & balanced with hint of raisin spiciness & toasted dryness. A fresh, slightly citrus tang leads to a rich rounded finish.

Caledonian 0131 337 1286 www.caledonianbeer.com

Ghost Ship Bitter 4.5%

Inspired by one of Adnams' most haunted pubs. Brewed with a selection of malts, Pale Ale, Rye Crystal & Cara, & a blend of American hop varieties to create some great citrus flavours

Adnams plc 01502 727200 www.adnams.co.uk

Ginger Tosser Golden 3.8%

A hoppy ale, infused with Cornish honey to give it a round finish with a hint of ginger.

Skinner's 01872 271885 www.skinnerbrewery.com

Golden Sheep Bitter 3.9%

A beautifully balanced blonde cask beer, with a dry & refreshing bitterness. It develops with light, citrusy fruit flavours, & a clean, crisp finish. Brewed using time honoured methods & fermented in Yorkshire Square vessels.

Black Sheep 01765 689227 www.blacksheepbrewery.co.uk

Greene King IPA IPA 3.6%

A perfectly balanced ale, characterised by its fresh, hoppy taste & clean, bitter finish. This hoppy taste & aroma come from two varieties of English hops - Challenger & First Gold - which are combined with pale & crystal malts

Greene King 0845 600 1799 www.greeneking.co.uk

Greene King IPA Reserve Premium 5.4%

A warming, full-bodied ale with a reassuringly rich appearance. Grapefruit & Orange citrus tones combine with the floral & herbal Styrian Goldings hop variety delivering a beer of exceptional quality with dry bitter finish.

Greene King 0845 600 1799 www.greeneking.co.uk

Greene King IPA Gold Golden 4.1%

A light, refreshing golden ale that truly brings out the best in the unique & aromatic Savinsjki Goldings hop variety which creates a perfect blend of tropical fruits, mango & spicy notes.

Greene King 0845 600 1799 www.greeneking.co.uk



Greene King XX Mild 3.0%

A cask mild traditionally brewed using dark malt to give a sweet & roasted flavour

Greene King 0845 600 1799 www.greeneking.co.uk

Gunhill Bitter 4.0%

Ruby red, a cross between a dark mild & a brown ale, it has a wonderful balance of sweet biscuit notes with a hint of chocolate bitterness. Brewed with Pale Ale & Chocolate malts & Boadicea hops to create the chocolaty & spicy tones

Adnams plc 01502 727200 www.adnams.co.uk

Hardys & Hansons Bitter 3.9%

A brew with an excellent balance of sweetness & bitterness that combines with a subtle hop character. Available in cask only, this is a distinctive beer with a full & satisfying finish

Greene King 0845 6001799. www.greeneking.co.uk

Hartleys XB Bitter ABV 4.0%

XB is famed for its rich rounded body, smooth bitterness & subtle tang of malt. This pale tart beer is brewed to Hartley's original recipe & has a dry, slightly acidic finish with fruit notes.

Frederic Robinson 0161 480 6571 www.frederic-robinson.co.uk

Harvest Pale Pale 3.8%

CBOB 2010, with assertive citrus hop bitterness & some underlying sweetness, leading to a refreshing zesty finish.

Castle Rock Brewery 0115 985 1615 www.castlerockbrewery.co.uk

Heligan Honey	Bitter	4.0%
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A pale amber honey beer with distinct hoppy overtones. SIBA National Champion Speciality Beer.

Skinner's 01872 271885 www.skinnerbrewery.com

Henry's Original IPA	Bitter	3.6%
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An outstanding session beer with easy drinking malt led flavours. So good we have put our founder's name - Henry Wadworth - on it.

Wadworth 01380 723361 www.wadworth.co.uk

Hophead	Golden	3.8%
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Cascade hops give a strong floral aroma with elderflower notes to this full-flavoured, surprisingly sessionable beer

Dark Star 01403 713085 www.darkstarbrewing.co.uk

Horizon	Bitter	4.0%
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Brewed with pale ale malt & three hop varieties, Horizon is pale gold with citrus & hop aromas. Light, refreshing & best served cool, this is a great beer for those new to ale.

Wadworth 01380 723361 www.wadworth.co.uk

HSD	Premium Ale	5.0%
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Named after St Austell's founder Walter Hicks, HSD (Hicks Special Draught) is a full-bodied strong Cornish ale brimming with a kaleidoscope of flavours. Brewed with plenty of malt & lashings of English Fuggles & Golding hops, HSD is truly a classic ale of considerable depth & complexity

St. Austell Brewery 0845 2411122 www.staustellbrewery.co.uk

Iron Maiden – Trooper	Golden	4.8%
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Richly flavoured classic golden IPA. Full bodied with rich malt character balanced by a long lingeringly hop dominated finish with tangy citric fruit.

Frederic Robinson 0161 480 6571 www.frederic-robinson.co.uk

Jaipur IPA	IPA	5.9%
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Award winning complex, well balanced IPA with a lovely blend of citrus & fruit flavours mixed with a slight sweetness & ending with a lingering, bitter finish.

Thornbridge Brewery 01629 641000 www.thornbridgebrewery.co.uk

Jennings Bitter	Bitter	3.5%
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A beer with true heritage & provenance. Slightly darker than one would expect, for a bitter with such fullness of flavour. Well balanced & satisfying with a character which belies its 3.5%ABV. Brewed with a variety of dark roasted malts, English pale ale malt & specially formulated brewing sugar to give a biscuit aroma, with a full bodied, robust nutty flavour.

Jennings 01902 711811 www.marstonsbeercompany.co.uk

Jennings Cockerhoop	Bitter	4.6%
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An award winning ale named after the River Cocker which flows along the banks of the brewery. A golden ale, light in colour with a citrus finish. Extremely drinkable, perfect for those hot summer days.

Jennings 01902 711811 www.marstonsbeercompany.co.uk

Jennings Cumberland Ale	Bitter	4.0%
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Brewed using traditional methods & using pure Lakeland water drawn from the brewery's own well, Cumberland Ale is an ideal drink for the modern ale drinker. A carefully balanced hop character combined with residual flavours from the malt, gives this beer its refreshing taste & unique characteristics.

Jennings 01902 711811 www.marstonsbeercompany.co.uk

Jennings Snecklifter	Bitter	5.1%
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A very individual style of beer that has a fullness of flavour created by the chocolate & amber malt. A rich, dark & full bodied ale. Wonderfully warming & full of complex flavours to deliver an intriguing beer of character.

Jennings 01902 711811 www.marstonsbeercompany.co.uk

Kents Best	Bitter	4.1%
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An ambient bitter which successfully merges the biscuity sweetness of English malt with the fruity, floral countryside to give a clean, satisfying & moreish drink (to quaff effortlessly among friends)

Shepherd Neame 01795 532206 www.shepherdneame.co.uk

Lancaster Bomber	Premium	4.4%
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The beer that asks everyone to show they 'Give a Dam', when it comes to recognising the Flight Crews of the Dambusters & indeed all the Lancaster Bombers that flew. A double award winning chestnut coloured ale with an inviting malt aroma. Brewed using pale ale & crystal malts for a rich full-bodied bitter flavour with biscuit & fruit malt aromas.

Thwaites Brewery 0845 6018 228 www.thwaites.co.uk

Landlord	Bitter	4.3%
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A Strong Pale Ale, it has won more national awards than any other beer, including 4 times Champion at the Brewers' International Exhibition & 4 times CAMRA's beer of the year.

Timothy Taylor 01535 603139 www.timothytaylor.co.uk

London Glory	Bitter	4.0%
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A rich & fruity beer combining crystal malt with Challenger & Golding hops; brewed in celebration of our capital city

Greene King 0845 600 1799 www.greeneking.co.uk

London Gold	Bitter	4.0%
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Light, golden & full-flavoured with a refreshing bite

Wells & Youngs 01234 272766 www.wellsandyoungs.co.uk

London Pride Bitter 4.1%

Award winning beer with a good malty base & a rich balance of well developed hop flavours.

Fuller, Smith & Turner 020 8996 2000 www.fullers.co.uk

Mad Goose Bitter 4.2%

Named for the fearsome geese that patrol the brewery, light copper in colour with a zesty, hoppy character & creamy finish

Purity Brewing Co 01789 488007 www.puritybrewing.com

Manchester Pale Ale Bitter 3.7%

Burnished gold in colour, with floral aromas, lemon zest & a full mouthfeel, a satisfying beer with a very refreshing finish

JW Lees 0161 643 2487 www.jwlees.co.uk

Mansfield Bitter 3.9%

A clean, lightly fruity bitter, it derives much of its character from the age old Mansfield strain of brewers' yeast. A malty, amber coloured beer, it has a subtle bitterness, followed by a satisfying hoppy aftertaste.

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Marston's Burton Bitter Bitter 3.8%

A full flavoured bitter balanced by a malt flavour to give a bright, refreshing beer, using the best Fuggles & Goldings Hops. This is a slightly richer ale short of amber.

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Marston's EPA Bitter 3.6%

A refreshing, lighter blonde ale with subtle citrus flavours & a delicate bitter aftertaste. It will appeal to drinkers both of traditional bitters, ales & even lagers because it delivers refreshment with flavour.

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Marston's Old Empire IPA 5.7%

Crafted to a traditional recipe to produce a beer with a tangy clean bitterness & wonderfully refreshing character. With its pale appearance, strong hoppy taste & higher alcoholic strength, it comprises all the genuine characteristics of a true India Pale Ale.

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Marston's Pedigree Premium 4.5%

Still brewed in the oak casks of the Burton Unions to preserve its individual character, consistent quality & taste. Brewed with Maris Otter malt to give a malty depth to the flavour. Traditional Fuggle hops are added for fruitiness & fine English Goldings for a spicy high note. Together with the use of Burton water, this makes a nutty flavour with delicate hoppy aroma & a dry bitter finish

Marstons 01902 711811 www.marstonsbeercompany.co.uk



Master Brew Bitter 3.7%

Brewed using only the finest Kentish barley & hops, it is Kent's best-selling cask ale. A clean, dry, refreshing, session bitter, with a touch of sweetness, but an assertive & vibrant hop with a lingering bitter finish

Shepherd Neame 01795 532206 www.shepherd-neame.co.uk

Matthew Pale Ale Bitter 3.8%

A refreshing, tasty, easy-drinking pale coloured beer with fresh citrus notes & a clean, dry finish. Tantalizingly fresh!

Butcombe Brewery 01934 863963 www.butcombe.com

Moorhouse's Black Cat Mild 3.4%

Multi award winning Mild. Dark & refreshing with a distinct chocolate malt flavour & smooth hoppy finish

Moorhouse's 01282 422864 www.moorhouses.co.uk

Moorhouse's Blond Witch Blond 4.5%

Moorhouse's first ever 'Blond' ale, this beer is as light as you can get with a lager colour (minus the bubbles). Drinks to the strength of any good White Witch.

Moorhouse's 01282 422864 www.moorhouses.co.uk

Moorhouse's Premier Bitter 3.7%

A session bitter, smooth & creamy, amber in colour with a refreshing hoppy finish. International Brewing Awards Silver Medal 1982 & 1992 & Gold Medal 2004.

Moorhouse's 01282 422864 www.moorhouses.co.uk



Moorhouse's Pride of Pendle Bitter 4.1%

An exceptionally fine balance of malt & hops give this beer a long dry & extremely satisfying finish. International Brewing Awards 2004 Gold Medal Winner & 'Champion Cask Ale'.

Moorhouse's 01282 422864 www.moorhouses.co.uk

Moorhouse's Pendle Witches Brew Premium 5.1%

A full malty flavoured beer with a strong fruity hop aftertaste. Runner-up Champion Beer of Britain 1989/90 & 1994/5 Silver Medal, International Brewing Awards 1996.

Moorhouse's 01282 422864 www.moorhouses.co.uk

Morland Original Bitter 4.0%

A moreish & refreshing ale with a subtle malt & fruit character & pronounced bitter finish

Greene King 0845 6001799. www.greeneking.co.uk

Nutty Black Mild 3.3%

Nutty by name this is a 'curious' dark ruby coloured mild with an unmistakable roasted & bittersweet flavour. One of only four beers ever to win the Champion Beer of Britain twice.

Thwaites Brewery 0845 6018 228 www.thwaites.co.uk

Okell's IPA Bitter 4.5%

An extremely light coloured beer with a full bodied taste. The sweetness is offset by a very strong hopping rate, which gives the finished beer an overall roundness with very spicy lemony notes & a fine dry finish to counteract the initial sweetness.

Okell's 01624 699400 www.okells.co.uk

Okell's MPA Bitter 3.6%

Manx Pale Ale is a very light golden, with aromas of tropical fruit, mango, passion fruit & papaya. Initially sweet flavours of passion fruit & peach leading to an intense dry hop finish

Okell's 01624 699400 www.okells.co.uk

Old Golden Hen Golden 4.1%

Crafted by the Master Brewer of Old Speckled, this light golden beer delivers both flavour & refreshment. Brewed using the finest pale malts & the rare Galaxy hop to give a light golden colour, subtle tropical fruit notes & a deliciously smooth finish

Greene King 0845 600 1799 www.greeneking.co.uk

Old Speckled Hen Premium 4.5%

With a full, smooth flavour, the rich amber colour & superb fruity aromas are complemented by a delicious blend of malty tastes. Toffee & malt combine with bitterness on the back of the tongue to give a balanced sweetness, followed by a refreshingly dry finish

Greene King 0845 600 1799 www.greeneking.co.uk

Old Tom Strong Ale Strong Ale 8.5%

Voted World's Best Ale in the 2009 World Beer Awards & three times Supreme Champion Winter Beer of Britain at CAMRA's National Winter Ales Festival. A smooth, mellow ale with a dark winey colour

Frederic Robinson 0161 480 6571 www.frederic-robinson.co.uk

Olde Trip Premium 4.3%

Taking its name from the world famous Ye Olde Trip To Jerusalem, which lays claim to being England's oldest inn, this rich toffee flavoured beer is bursting with fruity character. Perfectly balanced with a clean & bitter finish

Greene King 0845 6001799. www.greeneking.co.uk

Otter Ale Premium 4.5%

Brewed with floor malted barley to create a well balanced beer with a malty fruitiness on the nose.

Otter Brewery 01404 891285 www.otterbrewery.com

Otter Amber Bitter 4.0%

Amber is the perfect mid gravity beer with a well-balanced yet complex flavour. A polished amber colour & lovely blend of spice makes for an unforgettable aroma. You will find bitterness & hints of tropical fruit & spice in the flavour – almost a smidge of ginger.

Otter Brewery 01404 891285 www.otterbrewery.com

Otter Bitter Bitter 3.6%

Otter Bitter is an extremely popular 'session beer'. The taste is not sacrificed by its low gravity. A pale brown beer with a hoppy, fruity aroma & taste with a bitter finish

Otter Brewery 01404 891285 www.otterbrewery.com

Oxford Gold	Bitter	4.0%
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English Target hops give this beer a remarkable aroma. Late hopping with Goldings & fermentation by the Brakspear yeast creates a remarkably zesty aroma, a full fruity flavour & a golden colour. Over 200 years of brewing tradition ensures Oxford Gold is renowned for what is best in English brewing

Brakspear 01902 711811 www.marstonsbeercompany.co.uk

Proper Job	IPA	4.5%
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A powerfully hopped IPA with a modern twist. Brewed with Willamette, Cascade & Chinook hops, Cornish spring water & a blend of malts including Cornish grown Maris Otter barley. 2013 Gold winner in CAMRA's South West Region CBOB

St. Austell Brewery 0845 2411122 www.staustellbrewery.co.uk

Pure UBU	Premium	4.5%
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Pronounced OO-BOO. A distinctive premium amber coloured beer with a spicy & caramelised flavour.

Purity Brewing Co 01789 488007 www.puritybrewing.com

Ram Tam	Bitter	4.3%
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A dark, strong beer with a reputation as a 'Winter Warmer'. Wholesome & satisfying, a mellow beer with body & depth.

Timothy Taylor 01535 603139 www.timothytaylor.co.uk

Riggwelter	Premium	5.9%
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From the Old Norse "rigg" meaning back, & "velte" meaning to overturn. When a sheep is on its back & can't get up without help, local Yorkshire dialect says it is 'rigged' or 'riggweltd'. A wolf in sheep's clothing - this is a well-balanced, deep chestnut coloured ale, with distinctive roast malt, Goldings hops & banana fruit aromas. It delivers a strong & refreshingly dry finish of hops & roasted barley malt, with a liquorice aftertaste. Brewed using the unusual Yorkshire Square fermentation system.

Black Sheep 01765 689227 www.blacksheepbrewery.co.uk

Ringwood Best	Bitter	3.8%
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Brewed in the heart of the New Forest, Best Bitter is a well-rounded beer with a delicious malt flavour balanced by a tangy citrus hoppiness. Brewed with floor-malted Maris Otter barley, Goldings, Progress, Fuggles & Challenger hops, it is the market leader in the South. The first brew & still the top seller, Best accounts for over 70% of our production due to its refreshing, easy drinking style.

Ringwood 01902 711811 www.marstonsbeercompany.co.uk

Ringwood Boondoggle	Bitter	4.2%
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The name is taken from a Scots/American word to mean 'work of little value' or to us, a jolly! We can think of nothing better than going for a Boondoggle or two & enjoying this pale golden beer with a light citrus aroma & delicious fruity finish.

Ringwood 01902 711811 www.marstonsbeercompany.co.uk

Ringwood Fortyniner	Bitter	4.9%
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Fortyniner is a golden full-bodied malty beer with a deep bitter-sweet finish. Brewed with floor-malted Maris Otter barley, Goldings, Progress, Fuggles & Challenger hops, this delicious beer has been brewed since 1978. The name is taken from the beer's strength at 4.9% & also evokes its golden colour.

Ringwood 01902 711811 www.marstonsbeercompany.co.uk

Ringwood Old Thumper	Bitter	5.1%
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A past Champion Beer of Britain, Old Thumper is a copper coloured full-flavoured strong ale. It is Ringwood Brewery's flagship brew & its distinctive taste has made it a winner nationally & internationally.

Ringwood 01902 711811 www.marstonsbeercompany.co.uk

Ruddles Best	Bitter	3.7%
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Ruddles Best roots itself in the heart of real ale, with a distinctive late hop character this sessionable beer balances bitter & citrus flavours in a surprisingly full bodied pint

Greene King 0845 600 1799 www.greeneking.co.uk

Ruddles County	Premium	4.3%
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Brewed for the established real ale fan. It's strong dark toffee & caramel flavours are combined with the crisp bitterness of the rare Bramling Cross hop.

Greene King 0845 600 1799 www.greeneking.co.uk

St Edmund's	Golden	4.2%
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A fresh, golden beer with a citrus finish, brewed using pale malt & cascade hops. Crafted for modern tastes using traditional brewing methods, this is the perfect introduction to real beer.

Greene King 0845 600 1799 www.greeneking.co.uk

Sharp's Own	Premium	4.4%
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Rich roasted & malty notes with some light hop tones. The mouthfeel is one full of malty sweetness complimented by a good measure of hop bitterness.

Sharp's 01208 862121 www.sharpsbrewery.co.uk

Sharp's Special	Premium	5.2%
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The sweetest & strongest of Sharp's cask ales. The sweetness complements most deserts, especially those with a good measure of sugar such as treacle puddings & stewed fruits. Also works well with rich, creamy cheeses

Sharp's 01208 862121 www.sharpsbrewery.co.uk

Southwold Bitter	Bitter	3.7%
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Copper coloured beer brewed with the finest East Anglian malted barley. A blend of hop varieties, including Fuggles, are added late in the boil to preserve the herbal flavours of this traditional English hop.

Adnams plc 01502 727200 www.adnams.co.uk



Theakston Best Bitter 3.8%

The definitive English Bitter. This fine, golden coloured beer has a full flavour that lingers pleasantly on the palate. With a good bitter-sweet balance, it has a robust hop character described as citrus & spicy. A refreshing & very satisfying pint, noted for the aroma of its Fuggles hops & the dry hopping of Styrian Golding to add its characteristic Theakston aroma.

T&R Theakston Ltd. 01765 680000 www.theakstons.co.uk

Theakston Black Bull Bitter 3.9%

A bright, amber bitter, well attenuated to give a crisp, refreshingly dry taste. The late & dry hopping with Golding hops ensures a pronounced citrus fruit flavour & aroma.

T&R Theakston Ltd. 01765 680000 www.theakstons.co.uk

Theakston Lightfoot Golden 4.1%

This is a very pale, straw coloured ale that uses a blend of finest English ale malt, wheat & German & Slovakian hops to create a 'continental blonde' style, flavour & aroma

T&R Theakston Ltd. 01765 680000 www.theakstons.co.uk

Theakston Mild Mild 3.5%

A dark, delicious beer with a dry palate & a full, rounded, hoppy flavour. Brewed using three malts: pale malt for body, crystal malt for rich flavour & black malt for texture & taste & is the only truly national, permanently available Mild.

T&R Theakston Ltd. 01765 680000 www.theakstons.co.uk

Theakston Old Peculier Premium 5.6%

The beer that made Masham famous - rich, dark & smooth tasting, with a character all of its own. Brewed using the traditional Fuggle hop, it is Theakston's best known beer & has a large & enthusiastic following all over Britain & around the world

T&R Theakston Ltd. 01765 680000 www.theakstons.co.uk

Theakston XB Premium 4.5%

A premium strength ale, ruby coloured with a rich flavour & full body. The balance between bitterness & fruitiness from the Bramling Cross & Fuggle hops used give XB the distinctively complex aroma, making it the beer to savour

T&R Theakston Ltd. 01765 680000 www.theakstons.co.uk

Thwaites Original Bitter 3.6%

A clean dry tasting & refreshing session bitter with a glowing amber appearance.

Brewed using premium grade Maris Otter malt & a blend of traditional English Hops that give an initial hop aroma to malt flavoured beer that has a delicate dry finish.

Thwaites Brewery 0845 6018 228 www.thwaites.co.uk

Spitfire Premium 4.2%

First produced in 1990 as a Battle of Britain commemorative brew, Spitfire Premium Kentish Ale is a licensed partner of the RAF & official partner of the Movember health charity. It has a full malt & hop flavour with a well balanced & lasting aftertaste. It was awarded the Gold Medal at the International Brewing Industry Awards

Shepherd Neame 01795 532206 www.shepherd-neame.co.uk

Swordfish Bitter 5.0%

A strong version of the classic 6X beer with the addition of Pusser's Navy Rum. Brewed to support the 100 year anniversary of the Fleet Air Arm, but now available all year due to its growing popularity.

Wadworth 01380 723361 www.wadworth.co.uk

The Governor Bitter 3.8%

Amber ale with a zesty floral aroma & refreshing dry taste, created in collaboration with Marco Pierre White

JW Lees 0161 643 2487 www.jwlees.co.uk

Tolly English Ale Bitter 2.8%

This fine amber ale has a balanced bitterness, with a slight taste & aroma of citrus & tropical fruit. All the flavour you would expect from a great English ale but at only 2.8% ABV.

Greene King 0845 600 1799

www.greeneking.co.uk

Trelawny Bitter 3.8%

A traditional, appealing & distinctive rich amber ale offering a unique & harmonious blend of traditional English Golding, with specially imported Galaxy hops from South Australia plus Herefordshire grown Endeavour hops. Trelawny offers a distinctive blend of old & new world flavour

St. Austell Brewery 0845 2411122

www.staustellbrewery.co.uk

Tribute Premium 4.2%

A Supreme Champion Ale of Cornwall as voted by CAMRA, Tribute is a popular favourite across Cornwall, the South West as well as being a much sought after premium ale throughout the rest of the UK. Made with Fuggle, Styrian Golding & Willamette hops & Maris Otter Pale Cornish Malt, Tribute is a real Cornish ambassador with its distinctive & appealing hoppy palate & citrusy nose. Tribute has been voted the South West's favourite Regional Cask Ale in 2012 & 2013 at the Publican's Choice awards

St. Austell Brewery 0845 2411122

www.staustellbrewery.co.uk

Unicorn Bitter 4.2%

Gold Medal Winner at the Brewing Industry International Awards. A magnificent pale tart & thirst quenching bitter beer. Unicorn has a superb mouth feel of rich malt & hops & complex aromas of golding hops, malt & tart fruit. This award winning beer has a long dry finish with citrus fruit notes.

Frederic Robinson 0161 480 6571.

www.frederic-robinson.co.uk

Wainwright Premium 4.1%

Awarded World's Best Golden Ale for 2013, Wainwright is inspired by the famous Lakeland writer, Alfred Wainwright. Crafted as a labour of love by Thwaites with the same passion that Alfred Wainwright put into his detailed walking guides. Like a walk on the fells it is both rewarding and refreshing.

Thwaites Brewery 0845 6018 228

www.thwaites.co.uk

Wherry Best Bitter 3.8%

Multi award winning beer - fresh & zesty with crisp floral flavours & a background of sweet malt leading to a hoppy 'grapefruit' bitter finish

Woodforde's 01603 720353

www.woodfordes.co.uk

Whitstable Bay Pale Ale Bitter 3.9%

From the Faversham Steam Brewery, this is a contemporary beer inspired by the vibrant coastal town of Whitstable, which is renowned for its culture, seafood & beaches. A well-balanced beer, it has been crafted using aromatic Tettnang & Styrian Goldings hops which deliver a fruity, refreshing taste

Shepherd Neame 01795 532206

www.whitstable-bay.co.uk

Worthington's IPA 5.6%

Worthington's White Shield is the oldest, original IPA still available today, dating back to the 1820s, & the most decorated beer in CAMRA history. Famous for the bottle conditioned ale, it is now available in cask, along with other versions, including Red Shield & a cask Worthington E.

Molson Coors 0845 6000888

www.molsoncoors.com

Wychwood Hobgoblin Bitter 4.5%

Traditionally craft brewed with Chocolate & Crystal malts & a blend of Styrian, Goldings & Fuggles hops to produce a full-bodied, Ruby beer that delivers a delicious chocolate toffee malt flavour, balanced with a rounded moderate bitterness & on overall fruity, mischievous character.

Marstons 01902 711811

www.marstonsbeercompany.co.uk

Young's Bitter Bitter 3.7%

A refreshing ale, golden in colour, with a light, dry palate, a fresh, fruity aroma & a long, satisfying bitter finish

Wells & Youngs 01234 272766

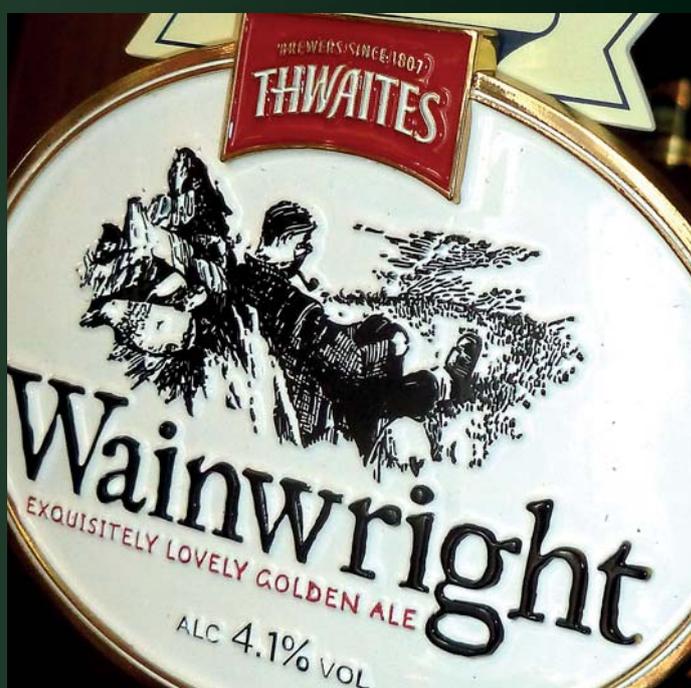
www.wellsandyoungs.co.uk

Young's Special Bitter 4.5%

Amber in colour with a fruity, slightly estery nose with a good hop aroma & full round flavour, a fine balance between malt & hops

Wells & Youngs 01234 272766

www.wellsandyoungs.co.uk



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Drive Sales with Cask Ales

It's been seven years now for the Cask Report, and over that time we've seen some incredible changes, says Pete Brown

No one seems to argue now with the idea that cask beer is a huge asset for pubs. The report is shifting from stridently trying to prove its case, to offering deeper insight for those who accept it, believe it and want to benefit from it.

"Cask ale draws in drinkers who come to the pub more often, spend more while they're there, and bring non-cask drinkers with them"

We were given access to an unprecedented amount of research this year, as the group of brewers and industry bodies supporting the Cask Report grew in size. And the really nice thing is, all that research fit together beautifully. This may come as a shock to anyone who has never heard the old adage about statistics, but sometimes they don't always say what you expect. In this case, entirely separate studies carried out on behalf of different brewers were remarkably consistent. Where different surveys asked similar questions, the answers were similar too. Where one piece of

research explored something another one didn't, each study helped explain another's findings.

So what did all this lovely research tell us?

After a volume increase in 2011, cask ale was down by 1.1% in 2012. This may seem disappointing, but compared with a total beer market decline of 7.9%, cask outperformed other beer by 6.8% - the largest gap we've seen in the history of the report.

As prices increase cask's value performance is strong - it grows in monetary size consistently every year. In volume terms, while it's frustrating that cask can't seem to develop a winning streak, it's enjoyed so many years of being fractionally up one year, fractionally down the next, that in the medium term it's best described as flat.

'Flat' isn't a great word, but look again at the state of the total market. Also, bear in mind that cask ale is only available in pubs, and that pubs are closing at the rate of 26 a week. A stable performance in a declining market is positive by default - which is why cask ale continues to increase its share of the beer market. It now makes up 55% of all draught ale, for example.

The Cask Report

Behind the Numbers

This year's research gave us deeper insight into why pubs are declining. In the industry we spend a great deal of time talking about issues such as the tie and the smoking ban. And while we don't want to dismiss these problems, the overwhelming issues from the consumer's point of view are twofold:

- ▶ Overall, and despite a hysterical news media telling us otherwise, we are cutting down on booze. 47% of all drinkers say they are drinking less than they did a year ago. The main reasons they give for this are that they want to cut down spending, and to get healthier.
- ▶ When people still do drink, they are drinking more at home. 54% of drinkers say they now drink at home more than out of it. 83% say the main reason for this is that it's cheaper.

By contrast, when asked the same question only 20% of cask drinkers say they are drinking less than a year ago (24% say they are drinking more!)

“Compared with a total beer market decline of 7.9%, cask outperformed other beer by 6.8% - the largest gap we've seen in the history of the report”

The cask ale drinker

The established story about cask drinkers is that they are affluent, upmarket, and predominantly male. Nothing wrong with that - any pub wants punters with money to spend. But as cask ale's pool of drinkers grows, it's broadening out from that core and bringing in a broader audience.

69% of all men have tried cask ale at some point, and 34% of all women. Of those who have tried it, 84% now claim to drink it at least occasionally. One in five cask ale drinkers claim to have tried it for the first time in the last four years - proving that cask is actively recruiting new drinkers.

“When we ask cask licensees about who is drinking it, 63% of them agree that it is ‘starting to attract younger drinkers to my pub’”

When we ask cask licensees about who is drinking it, 63% of them agree that it is 'starting to attract younger drinkers to my pub', and 61% agree that 'more women are drinking ale in my pub.' On the strength of these figures, the main headline for the cask report this year is that cask ale has finally shaken off any negative 'old man' stereotypes.

Range and Stocking Policy

The trick with making money from cask is to stock the right range. Stock too many similar beers and you're just cannibalising demand. Stock too few and you may not be getting the full potential from your range. But stock too many and they may move slowly, leading to stale beer and a vicious cycle of lower sales and worsening quality.

We used to talk about getting a good mix of beers from microbrewers and big national brewers. But with the speed that the market is moving, it's not as simple as that - and it was never quite the right question to ask anyway.

On average, pubs stock 3.8 cask ales. You shouldn't stock any more

BRITAIN'S NUMBER ONE PREMIUM ALE

This year we will be investing over £3m launching our new ad campaign for Britain's favourite premium ale, London Pride.

The 'Made of London' campaign unearths and shares just some of the amazing and unique stories that link the London Pride brand and Fuller's with London; the place, the people and the way of life.

The campaign will be seen throughout by over 8m adults during the summer months across press, billboard, tube and in-store media. But if you need a few more reasons to give your customers London Pride:

Premium Cask Ales hold a growing share of the on trade beer market.*

Drinkers are looking for beers with history and provenance and our campaign reinforces the brands heritage.**

Customers are willing to pay more for quality, and London Pride enjoys a better rate of sale and commands a premium price over its competitors.*

For more information, or to find out how you can stock London Pride, contact us on 020 8996 2114.



Made of London

BREWED BESIDE THE THAMES

than this unless each ale on the bar is selling through in four or five days. (Many licensees keep a smaller range during the week and put on more at the weekend.)

Within this range, it's important to give some thought to what beers should be on the bar. Too many licensees are simply driven by what's in the cellar and what's ready, which can in turn simply be a function of what deliveries you've had and what brewers have been on the phone.

There are various dimensions you should be thinking of to get the optimal range:

- ▶ **ABV:** a huge proportion of ale drinkers are looking for sessionability. There are now some great ales at 2.8 to 3% ABV, and there have always been great beers at 3.6 to 4%. But occasionally people want something higher strength to savour too. Remember that strong beers such as IPAs or full-bodied stouts can be served in third or two-thirds of a pint glasses.
- ▶ **Beer style:** there's been a huge proliferation - or perhaps we should say rediscovery - of ale styles over the last few years. Golden ale, for example, has doubled its share of the market in the last few years. You don't need to stock a range of identical brown beers any more.
- ▶ **Familiar versus unfamiliar:** big or small, micro versus macro - beneath it all, it's really about what is familiar or unfamiliar to the drinker. A small micro can be a tried and trusted staple beer if it's based just up the road and has won an award or two. Similarly, a big regional brewer from another part of the country might be novel and interesting. Add to that the new in-house



pilot plants or craft breweries many big regionals are now opening, and it's not really about who made the beer, but whether your drinker is looking for novelty or reassurance - either of which could come from anyone.

- ▶ **Local versus exotic:** 62% of people say they prefer to drink beers from local brewers. But at the same time, 70% say they would like to try beers from different parts of the country more often. They're not contradicting themselves - they want both, at different time or in different moods.

Having said all that, only the licensee knows that's going to work in their particular pub. There's no magic formula to understanding your own particular consumer base and how you fit in relative to the local competition.

Craft Beer

Craft beer didn't even exist as a buzzword when we started the Cask Report (though many cask ale brewers argue quite reasonably that they have been producing 'craft beer' for centuries. Now it's become a serious driver of the quality beer market, and there are differing points of view on whether this is a good or bad thing for traditional cask ale.

New research shows that the industry is far more concerned with craft beer than the consumer is. 47% of cask ale drinkers are aware of the term, but 77% of licensees are.

But that's still almost half of all cask drinkers. And they think craft beer is a good thing. Of those who are aware of it, 69% say it is better tasting than other beers, and 45% say they are prepared to pay more for it.

While the industry is tearing its hair out trying to come up with a precise technical definition for craft beer, drinkers don't think it needs one. They're just as - if not more - likely to think that an established national real ale brand is craft beer than a new 'craft keg' beer from a young brewer. They think craft beer is a good thing, and they think most real ale is craft beer. This is something any cask ale brewer or publican should be able to benefit from.

Original Licensee Research

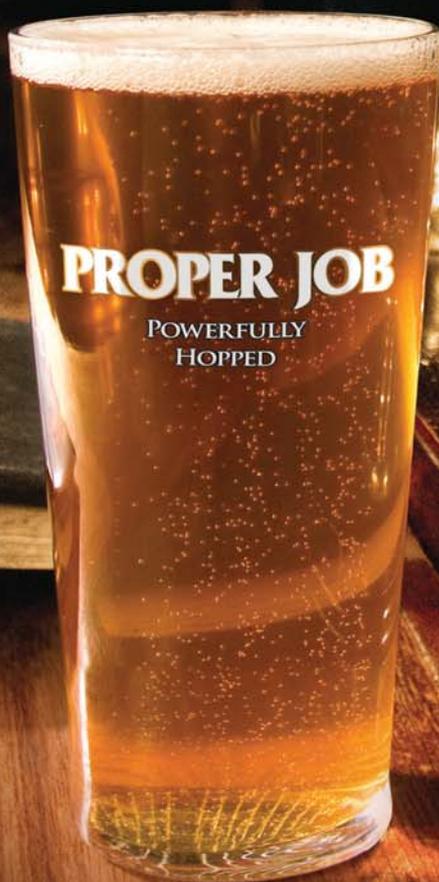
The Cask Report targets licensees and hopes to help them raise the quality of cask ale and make more money from it. So this year we interviewed licensees and asked them how important cask is to their business and what, if anything, they need help with to make more of it.

Overall, the findings were extremely positive. People seem confident with cask and insist it's not too much trouble to keep well. What was particularly gratifying was many bar staff - even those from abroad who have grown up without a cask beer culture - initially learn about cask because they have to as part of the job, and invariably end up developing a genuine love for it personally and become passionate advocates for it.

We divided our licensees into three groups according to their experience with cask.

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Advice for the Novice Cask Ale Seller

- ▶ Training: beyond the basics, use quiet time to learn more and teach staff about aspects such as beer style and ABV. Find out about external training courses.
- ▶ Correct branded glassware is important. 59% of cask ale drinkers would prefer to see it in a branded glass.
- ▶ Cellar temperature should always be kept between 11 and 13 degrees Celsius.
- ▶ Line cleaning is essential - ideally water should be pulled through lines every time a barrel is changed.
- ▶ Accept wastage. Taking old, tired beers off sale, offering Try Before You Buy etc may all reduce yield, but add to a reputation for quality and will improve profitability.
- ▶ Stocking and range: look for a balance of familiar and unfamiliar, local versus 'exotic', a mix of style, colour and ABV.
- ▶ Consider joining Cask Marque - now recognised by 56% of consumers as a signifier of ale kept to a high standard - and contact your local CAMRA branch who can help with beer knowledge.
- ▶ Promotion of cask is essential - think about chalkboards, social media and pro-active Try Before You Buy as well as traditional point of sale.

Advice for the Established Cask Ale Seller

- ▶ Use Twitter as well as Facebook or websites, to converse with cask ale fans.
- ▶ Hold occasional beer festivals.
- ▶ Use cask to differentiate versus other local pubs in terms of product range or appeal to different consumer groups.

- ▶ Use paddles for tasting flights - offering three thirds of three different beers drives trial.
- ▶ Always have someone on duty who knows about the cellar and can answer customer queries about cask.
- ▶ Make full use of social media - keeping up to date on apps such as Cask Marque or Your Round.
- ▶ If serving food, use regular ales in the menu e.g. a golden ale in the batter for fish and chips.

Advice for the Expert Cask Ale Seller

- ▶ Use your genuine knowledge and enthusiasm to sell a wider range of beers to people who may be unsure about them.
- ▶ Think ahead and plan an events strategy that pushes cask throughout the year, e.g. tying in with holidays and quirky commemorative days.
- ▶ Increase the frequency of cask ale fans' visits with talks, tastings and other events.
- ▶ Introduce beer and food matching evenings to attract established cask drinkers as well as encouraging trial among curious novices.

Conclusion

It's safe to say now that a good quality traditional pub, catering to a cross-section of the community, that doesn't have cask ale on the bar simply does not understand the market it is in. Cask ale draws in drinkers who come to the pub more often, spend more while they're there, and bring non-cask drinkers with them. And they represent an increasingly broad range of the population.

It takes a brave or foolish publican to say they don't need that kind of business.

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As the UK's leading brewer of Premium Cask & Bottled Ale* we are here to help you profit from the best performing category of beer in the On Trade

- 19 cask beers permanently available and over 50 seasonal beers throughout the UK from our five regional breweries and seven brand families
- A diverse portfolio with appeal for all types of drinkers to deliver a balanced range of 'tried & trusted' and 'discovery' cask beers for any bar
- Unique fastcask™ innovation delivering cask beer that drops bright immediately – easier to store, handle and always available for sale
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*CGA Strategy & Symphony IRI August 2013



Marston's - Perfecting the ale craft

Marston's Beer Company

No one else offers the breadth of permanent ales that Marston's does. The Marston's portfolio offers a variety of colours and flavours that can't be beaten. Richard Westwood, managing director of Marston's Beer Company, shares his insight on how Marston's continues to evolve in the beer world.

The innovative approach

Richard says: "We always place a strong emphasis on innovation; you only have to look at the Fastcask™ system we introduced which was heralded in the industry as the single biggest innovation in beer for the last twenty years. By introducing Fastcask™ cask ales is more accessible, because beer can be placed on sale immediately, which is a big bonus for pubs.

"We continue to push the boundaries and this is demonstrated by the launch of our Revisionist range and our collaboration with Shipyard Brewery from the US and Heineken International with Krusovice. Going forward this type of collaboration will be used as our model to progress.

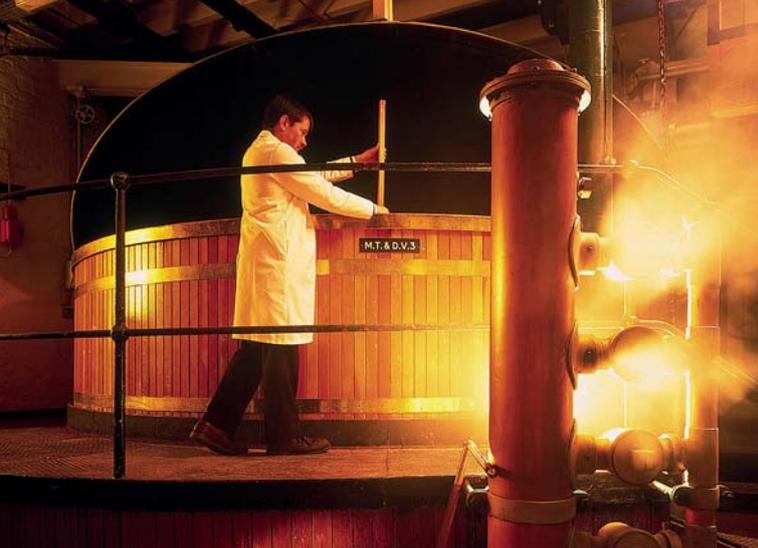
"Our Single Hop range is another great example of innovation in terms of its consumer reach and we must ensure that continue with this success. We are quite rare as a brewery as we have lots of standout brands such as Jennings Cumberland Ale and Banks's Mild. The challenge for us is as to drive our two biggest brands – Hobgoblin and Pedigree – while nurturing the rest of the portfolio.

"When looking for the perfect cask and craft beer range it's important for operators to look at striking a balance between 'familiar' and 'unfamiliar' beers."

"Marston's has a fantastic reputation of being passionate about beer and people. It's our heritage and passion that are at the fore of what we do and we need to maintain the strength of our service offer."

Cask Appeal

Marston's knows from research compiled from its Cask Report in 2013 that 40% of all drinkers believe pubs serving cask ale have the best quality standards overall. Therefore it's important that when trying to build a reputation for cask ale that quality assurance is a priority.



Richard says: "It's crucial that pubs utilise a core range of tried and tested brands to provide reassurance for both the 'occasionalist' and 'loyalist' cask ale drinkers. The selection of ales a pub has should be dependent on customer demand, for example if there is a broad selection of different ales on offer, it's obvious that a pub is famed for its cask offering and appeals to 'loyalists'.

"Cask ale is unique to pubs, delivering an experience that cannot be replicated at home."

The cask report states:

- ▶ '58% of cask drinkers would prefer to have less choice if it meant better quality consistency.'
- ▶ 'Nearly 1 in 5 drinkers will not consider returning to a pub that serves a bad pint.'

When looking for the perfect cask and craft beer range it's important for operators to look at striking a balance between 'familiar' and 'unfamiliar' beers.

Richard explains: "Tried and tested brands like Pedigree and Hobgoblin for example, have an established fan base so driving a decent rate of sale won't be an issue. Unfamiliar beers or as

we like to call them 'discovery beers' have a more select appeal - you need to choose what balance is required based on your customer base. Gain customer approval on your beer range by encouraging voting for their favourites so they get to influence what's on the bar next."

"Marston's has a fantastic reputation of being passionate about beer and people. It's our heritage and passion that are at the fore of what we do..."

Richard continues: "Developing your range is a gradual process; it takes time to build a reputation for cask ale and we'd advise pubs to limit the choice available to start with. Developing a customer base for cask ale is essential and this can help to deliver a great rate of sale, which will ensure that stock is stated regularly to achieve the best quality standards.

"Cask ale is unique to pubs, delivering an experience that cannot be replicated at home. Many national brewers, like Marston's can offer point of sale kits which support pubs in driving cask ale sales. This often isn't the case for bottled beers, which also require more space within a pub and can put pressure on fridge space.



Putting on the Style

Beer Styles

While some people like dark malty beer, others prefer a lighter hoppier style, so whether you stock two cask ales or ten, offer a balanced range of styles to ensure there's something to appeal to everyone.

By far the greatest quantity of cask beer drunk in the UK is still Pale Ale - or Bitter, as it is more commonly known.

As Great Britain's great brewers get creative in the mash tuns, the variety of beers available is increasing but the majority of them still fall within one of the following categories

Session Bitter < 4%

Easy drinking, as the name implies, with a light mouthfeel, gentle hoppiness and medium bitterness.

'Best' Bitter From 4 - 4.6%

A richer mouthfeel and noticeably hoppier, sometimes citrusy with a stronger malt character

'Strong' or 'Premium' Bitter 4.6 - 6.5%.

Not just stronger in alcohol, it also has a more pronounced hoppiness and intense maltiness, balanced by increased bitterness and fruitiness.

IPA

The acronym stands for India Pale Ale and is said to have originally been a high strength beer preserved by hops and alcohol so it

would survive long journeys to all parts of the empire, although brewing historians argue that, at 6 to 6.5% abv, 19thC IPAs were actually weaker than 19thC milds. Taxation in the 20thC led brewers to reduce their strength and they were usually less than 4%. Craft brewers are now reintroducing highly hopped IPAs brewed to the original strength, often called American IPAs

Gold/Blond

Despite the pale gold appearance these can be intensely hoppy with strong citrus overtones, and are usually made with hops imported from the US. Refreshing and thirst quenching they can handle being served even cooler than traditional ales, and are extremely popular in the summer.

Milds

Less hoppy than bitters, milds are predominantly malty, with at least a hint of sweetness. Light milds are tawny and quite fruity while dark milds have more of a roasted, caramel character and are a deep brown or even black.

Stout and Porter

The difference between stout and porter is almost as hotly debated in beer circles as IPA, and the only thing anyone can agree on is that originally stouts were stronger, darker, maltier, less hoppy porters. This definition has lost its relevance nowadays with microbrewers leading a revival of the style and brewing stronger porters and hoppier stouts. They are all much darker and maltier than bitters, due to the use of dark malts and roasted barley.

Old Ale

Rich malty beers, brewed for the dark winter months, often fruity with a thick, almost creamy mouthfeel. Old Ales range from 4.3% to 6.6%, while Strong Old Ales can be very strong - up to 12%

Speciality

Beyond the above traditional styles brewers are experimenting with all sorts of ingredients - including woodlice! Honey, ginger, coriander and elderflower are the most popular ones but any fruit, herb, spice or grain can be grist to the brewer's mill.

Know Your Eyes and Nose

With such a wide range of beers available, even the committed ale drinker needs a little help knowing what to choose, and all staff should know what they are selling. With a changing range of ales, the easiest way to do this is to have a few notes on the rear of the pump - but it makes sense to have them on the front too so drinkers can see what their options are.

Simple tasting notes, such as those provided by Cyclops - explaining what a beer looks, smells and tastes like - would be welcomed by all drinkers. Research carried out by TNS in July 2013 asked a group of drinkers who hadn't tried real ale whether tasting notes on pump clips or handpumps in pubs would encourage them to try it. The results clearly show there is an appetite to find out more about real ale especially amongst younger drinkers with 26% of all drinkers welcoming tasting notes and 37% of those aged 18-34. Occasional real ale drinkers would also find it useful with 71% saying that tasting notes would encourage them to try different ales.

Tony Jerome, a founding member of Cyclops Beer said "We know that many drinkers are put off by not knowing what beer tastes like and tasting notes address this problem by providing clear descriptions which can be displayed at the point of purchase.

The descriptions are easy to understand and should be used on the bar, where drinkers are sometimes faced with a baffling decision about what to choose."

Top of the Hops

Sophie Atherton's guide to 10 hop varieties you should know about

East Kent Goldings

It brings a spicy, but gentle bitterness, softened with honey-like flavours, to beer. Found in most of Shepherd Neame's regular beers, they consider it their signature hop. Gadds' Ramsgate Brewery No. 3 pale ale also shows off the flavour of EKG wonderfully.

Fuggles

One of the oldest British hops, it has an earthy bitterness characteristic of a classic English bitter. Brains Reverend James features Fuggles along with Goldings and Challenger hops.

Bramling Cross

Not as widely used as EKG or Fuggles but becoming more popular with brewers. It can bring a quite obvious blackcurrant flavour and aroma to beer. Wantsum Brewery made a fabulous green hopped beer with Bramling Cross and Ringway Brewery single hop one of their beers with it.

First Gold

Said to bring the flavours and aromas of orange and marmalade to beer; you can sometimes smell in this in Badger First Gold. Adnams' Broadside also features this hop where it gives a spicy bitter finish.

Jester

The new big-flavoured Brit hop, capable of bringing pineapple, grapefruit and lemony citrus flavours to beer. Look out for beers from Tiny Rebel and Ossett Brewery featuring Jester.

Cascade

An American hop that brings grapefruit and lychee flavours and aromas to beer. There are also British and New Zealand varieties of the same name with similar but less powerful flavours. You can taste and smell US Cascade in Darkstar Hophead.

Citra

Another American hop which brings tropical fruit flavoured bitterness to beer. Look out for it in many brews which style themselves as craft beer. Oakham Ales Citra is a good beer in which to taste this hop.

Simcoe

Another craft beer favourite, this American hop brings pronounced but still fruity bitterness to beer and can taste and smell of grapefruit and passionfruit. It's the chief hop in Brewdog Dead Pony Club.

Saaz

A hop from the Czech Republic which can bring a floral character to beer along with a satisfying dry, earthy bitterness. Often used in pilsners - look out for it in classic Czech beers, Budweiser Budvar and Pilsner Urquell.

Nelson Sauvin

A variety from New Zealand, said to bring flavours of white wine to beer. Or gooseberry and grapefruit. If you want to make up your own mind you'll find this hop in Thornbridge Kipling.



The Battle of the Hops

Hop Property

If malt is the heart of beer, hops are its soul. Natural preservatives that aid head retention, they balance the sweetness of malt with the bitterness that beer drinkers seek. Each variety adds its own unique aroma and flavour, from floral or herbal to citrusy, fruity and spicy. Without hops, beer would be boring...Sophie Atherton looks at the latest trends from hop yards and hop gardens

Hops are hot property in 2014 and the increasing knowledge and enthusiasm for the various flavours they bring to beer look set to keep the best of British versus foreign imports debate firmly on the agenda.

British Hops for British Beer

At the forefront of the battle is the British Hop Association with its clarion call to brewers, exhorting them to use homegrown hops and not just the trendy, popular, bigger flavoured varieties from overseas.

The tide might be turning though. In response to requests from brewers the Association has introduced new logos for pump clips and bottles so drinkers can know when they're smacking their lips around something grown in British soil.

Hop farmer and BHA spokeswoman Alison Capper says the logos allow both brewers and publicans to take pride when there are British hops in beer.

"The time is ripe for British hops at the moment, we have consumers, beer drinkers, shoppers and restaurant-eaters who all want to know where their food and drink has come from. The pride has come back into British produced food and drink, the market wants local provenance and that's what British hops in British pubs are all about," she says.

"The pride has come back into British produced food and drink, the market wants local provenance and that's what British hops in British pubs are all about"

New Wave Breweries, New World Hops

Craft beer buffs might beg to differ. While people on both sides of the bar say that drinkers are more interested in which brewery made their beer rather than what hops they put in it, the fact remains that it's the likes of the Kernel Brewery, Magic Rock, Beavertown, Red Willow, or newcomers Weird Beard and others of that ilk - all of which favour US, New Zealand or other foreign hops - that dominate their conversations and palates.

Will Rogers, Sales Manager at hop merchant Charles Faram & Co Ltd says he sees no sign of the trend for zesty, citrus and fruit salad flavoured hops going away - even though darker, malty beers like porters and stouts are enjoying a resurgence.

"People who take bottles home are drinking stronger beers because with a stronger beer you can support more flavour intensity and these citrusy, fruity hops tend to fit that niche fairly well, but we're also seeing more interest in malt and malty beers. There's also a

lot of black IPAs and black pale ales - hoppy beers that have a lot of malt character as well," he explains - neatly encapsulating the fact that what many beer drinkers want most is variety.

"I think there'll always be an interest in unusual beers and we're getting more and more requests for people wanting to brew styles from other countries - and we help them with that," he adds.

Does the continuing demand for strong flavours threaten British hops and the industry that produces them? Far from it. The experimental UK variety Jester (developed by the Charles Faram hop development programme and which tastes and smells more like a US or southern hemisphere hop than a British one) is in the early stages of commercial production. A late spring and a dry summer led to a much smaller crop than was planned but the hops produced are said to be of high quality. Cardiff's Tiny Rebel and West Yorkshire based Ossett Brewery have already secured stocks of it - but there's enough for other brewers to start finding out - and showing drinkers - exactly what this big-flavoured Brit can do. Some of the crop though, in a delightfully ironic twist, is destined to be sold to brewers in the USA.

The Charles Faram development programme also has a number of other hops - many of which are related to Jester - in the pipeline but they're not the only ones bringing powerfully fruity hops to the party.

New Varieties

The British Hop Association's research programme Wye Hops Ltd, led by top hop expert Dr Peter Darby, and based in Kent is working on the creation of new varieties from a 'crossing programme' as well looking to rediscover varieties from decades ago that at the time were thought unsuitable for commercial planting. Dr Darby is confident his work, and that of Charles Faram & Co, will see new flavours coming from British hops which will 'challenge many of the imported hop varieties'. One of the rediscovered varieties is already showing early indications of what's to come. The inauspiciously named OZ97a tastes and smells a lot like mango sorbet.

"Will Rogers sees no sign of the trend for zesty, citrus and fruit salad flavoured hops going away - even though darker, malty beers like porters and stouts are enjoying a resurgence"

"I can still remember the aroma as the hops hit the cooling wort," says Sean Ayling, brewer behind Kent-based Pig & Porter and one of very few people asked to trial brew with OZ97a. "I'd not smelled anything like it, whether it be from the UK or overseas"

He was so impressed that he took some of the beer to the East Kent Amateur Brewers and played 'guess where the hop was grown'. "I got five answers of New Zealand and one of West Coast of the US. You should have seen their faces when I told them it was from five miles up the road."

Heritage Hops

As well as the excitement of new hops, efforts continue to promote Britain's traditional varieties. The UK's other hop stronghold - Herefordshire, Worcestershire & Shropshire - has launched an initiative called England's Hopshires. The year round collaboration between hop growers and brewers to promote beers brewed with the region's hops - demonstrates a belief in the public's interest in hops with local provenance.

This is also borne out by the success of the second Kent Green Hop Beer Fortnight. More than 30 different beers, all brewed with fresh, undried local hops and mostly sold in the county's pubs, were brewed for the event.

Even bigger news from the county is that East Kent Goldings have become the first hop variety to be awarded Protected Designation of Origin (PDO) status by the EU in recognition of its history, quality and links to the local area. This means that any produce using the name must come exclusively from the designated area and makes it a prosecutable offence if a producer from outside the designated area uses the name.

Dr Darby commented that the designation should 'increase demand' for the variety - whether it does or not, it is yet another indication that people are increasingly aware of the hops in their beer - and care where they come from.





Shepherd Neame's New Line-up

Britain's oldest brewer

From award-winning, classic ales to contemporary beers and internationally celebrated lagers, Britain's oldest brewer Shepherd Neame offers an unbeatable portfolio.

This year's line-up features seven new beers, some innovative brand investment and a high-profile new marketing campaign for flagship brand Spitfire.

Based in Faversham, Kent, Shepherd Neame has a reputation as a high-quality brewer of characteristically hoppy ales as well as international lagers brewed under licence, drawing on more than 300 years of brewing craft and the highest modern-day standards of sustainable brewing. Every beer is brewed with chalk-filtered mineral water from an artesian well deep below the brewery and 95% of the hops used in our cask ales are grown in Kent.

"Originally brewed to commemorate the 50th anniversary of the Battle of Britain, Spitfire's tongue-in-cheek advertising has made it a firm favourite with beer lovers"

Rigorous attention to delivering the best-quality beers is married with continuous investment and imaginative promotional support to ensure Shepherd Neame beers are the brands of choice.

The Bottle of Britain - isn't it, isn't it though!

Originally brewed to commemorate the 50th anniversary of the Battle of Britain, its tongue-in-cheek advertising has made it a firm favourite with beer lovers.

Most recently, comedy duo Alexander Armstrong & Ben Miller, in the guise of their popular RAF Pilot characters from their award-winning comedy series, are fronting the brand's new integrated marketing.

As well as becoming Spitfire Ale brand ambassadors, making appearances at key trade events, they are also the focus of the brand's new TV and print advertising campaign.

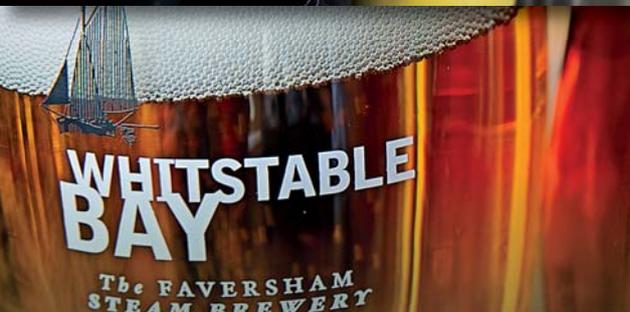
Spitfire remains an official partner of global men's health charity Movember and the Royal Air Force.

Contemporary cool

Looking for something new? Then, why not freshen up your beer offer with the new range of contemporary Whitstable Bay beers. This collection of beers is inspired by the vibrant coastal town of Whitstable and is sure to appeal to new and old beer drinkers alike.

Released under the Faversham Steam Brewery umbrella brand, a name originally adopted by the brewery in the late 18th century when it became one of the first steam-powered breweries outside of London, the beers are:

- ▶ Whitstable Bay Pale Ale: available in cask and keg (3.9% abv)



From Contemporary Cool to Classic Revivals

and 500ml bottles (4% abv), it has been crafted using aromatic Tettnang and Styrian Goldings hops which deliver a balanced, refreshing taste.

- ▶ Whitstable Bay Blonde Lager: available in keg and 330ml bottles (4.5% abv), it's a pale, refreshing lager, brewed with a blend of Kentish, American and Czech hops. Perfect with fish and chicken dishes.
- ▶ Whitstable Bay Organic Ale (an existing product): available in 500ml bottles (4.5% abv), it's a refreshing, golden ale. Crafted from organic German and Belgian hops, it's brewed to exacting Soil Association standards and approved by the Vegetarian Society.

“Faversham Steam Brewery ... a name originally adopted by the brewery in the late 18th century when it became one of the first steam-powered breweries outside of London”

All are available nationally with stylish metal cask pump clips and elegant chrome keg fonts. Pale Ale is available with a lit chrome keg font or beer engine. Point-of-sale items and attractive stemmed pint glasses marked at two-thirds are available.

New look for a classic ale

From contemporary cool to a traditional favourite, Bishops Finger Premium Kentish Strong Ale now has a more classic look. A fine English Ale, Bishops Finger takes its name from the Kentish nickname for an ancient signpost on the Pilgrims Way pointing to Canterbury and the shrine of Thomas A Becket, which now features on the new bottle label.

One of the oldest names in British beer, it has an EU Protected Geographical Indication to guarantee the provenance of its ingredients.

World-class lagers

Shepherd Neame's portfolio includes world-class lagers from the USA, Japan and Holland, all brewed under licence.

From Japan, Asahi Super Dry (5% abv) is the sophisticated, award-winning lager of choice of top bars, hotels, restaurants and nightclubs. Voted 'Best keg lager in the world' at the 2011 Brewing Industry International Awards, Asahi Super Dry is enjoyed by discerning beer drinkers for its dry, clean and refreshing taste.

Leading US craft beer Samuel Adams is brewed under licence for the Boston Beer Company with the 4.8% abv draught lager available to the on-trade, available with the iconic Samuel Adams Boston Lager two-thirds of a pint glass. A full-bodied, complex, balanced beer with a smooth finish, Samuel Adams is also available in 330ml and 500ml embossed bottles.

Our Dutch classic Oranjeboom Pilsener (3.9% abv), a Continental lager with a soft sparkle and refreshingly zesty flavour also continues to be a popular choice with pub-goers.

A beer for every month of the year and more!

Alongside our lagers and four core ale brands: Spitfire, Bishops Finger, Master Brew and Kent's Best, there is now an expanded cask ale calendar offering a choice of 15 ales throughout the year.

The new Classic Collection, featuring five ales - a pale ale, a stout, a mild, a golden ale and a porter - recreated from historic archive recipes is available as well as established seasonal favourites and limited edition celebration ales.

Whether it is strong brands, heritage and contemporary beers or world-class lagers, Shepherd Neame's stellar line-up is sure to tempt your customers.



Rockstone - A Rocking Good Local

CaskMaster

Localism is a great buzzword these days, but it isn't always easy to achieve. For instance, if your pub is in East Anglia and you want a local flavour to your cheeseboard, you can pretty much forget it. If you scour the entire region you might muster a decent choice, but if your radius is 20 or 30 miles – well, hmmm.

Until recently, you might have had the same problem with beer. When Britain had only (only!) 5-600 microbrewers they were fairly unevenly distributed and there were quite a few regions where the combined output of all the breweries within 20 miles wouldn't have added up to the most varied of beer-lists. But now the country has more than 1,100 breweries; and for Aimee and Max Greenwood of the Rockstone in Onslow Road, Southampton, that means a double whammy of localism and choice.

A Problem Location

When the Greenwoods bought the pub just over two years ago it had been closed for 18 months and needed a long and careful refurbishment before it was ready to reopen. Although quite central it was in some ways a problem location: a main road ran past the door but no-one stopped; it was a five-minute stroll from the city centre, but few office workers would walk that far for their lunch; it was surrounded by chimney-pots but the locals mainly preferred

their TVs. Max, a chef with 13 years' experience, and recruitment specialist Aimee had their work cut out to get the people back.

What they've done in just over 20 months of trading is to conduct an intensive campaign of traffic-building, putting together strong offerings for customers with particular preferences who have made the Rockstone their pub of choice - and bring all their less demanding friends with them.

"We have to be able to offer something with a strong pull if we're going to get them through the doors and it's our cask beers that have really put us on the map"

The menu, for example, is heavier than most on vegetarian choices, with 12 starters and six mains, all of them interesting and original. Any vegetarian planning a dinner out in Southampton naturally heads for the Rockstone. The range of spirits is breathtaking at 220, concentrating on whiskies and rums, and mainly from small independent distillers and importers.

Then there's the patio. Smokers are used to being treated as (literal) outsiders. That doesn't mean they like it. So the Rockstone's patio is paved with stone setts, stylishly furnished, and sheltered with wattle screens. It's also where you'll find the pizza oven. It's not banishment: it's a comfortable social space where mixed groups of smokers and non-smokers can sit out on all but the coldest nights.



Here for the Beer

The cask beers, though, are the biggest traffic builders. In the old days the Rockstone had two handpumps: the Greenwoods boosted the number to a more respectable eight, with two traditional ciders in polycasks as well. The decision to source as locally as possible followed naturally from Max's kitchen experience. His slogan is "local food for local people", and as a chef he understands the practical value of localism. It's a matter of quality control, he says: to be sure of always getting the best, you need to be close to your suppliers.

And thanks to the explosion in the number of microbrewers, Aimee (who orders the beers) can follow the dictum without having to compromise on choice. Cask beer fans are notoriously promiscuous. They like a good choice both in terms of breweries and beer styles. They like to ring the changes. They like to compare different brewers' interpretations of the same arcane delicacy. And with around 40 breweries in Hampshire, most of them within 20 miles of Onslow Road, Aimee has been able to keep them happy without difficulty. In 20 months she's stocked more than 500 casks, all of them local except the regular session bitter, Rolling Rockstone from Sadler's in the West Midlands (Chris Sadler and Max were University friends), ranging from pale hoppy golden ales to the darkest of stouts and porters. The March and October beer festivals have attracted crowds of 1,500.

A Local Pub for Local People

The fact that the beers are all local has in itself created something of a buzz - a lot of customers, says Max, didn't know there were so

many breweries in the district. CAMRA members from far and wide are regular visitors; the awards (the Rockstone was a finalist in not one but two national pub award schemes this year) have generated many column inches of glowing publicity; and favourable reviews on sites such as TripAdvisor have pointed many newcomers to Southampton in the Rockstone's direction.

"Our local regulars are our bread and butter but Southampton is a very diverse city," says Aimee. "We've got two universities, an airport, the docks, and a good number of tourists including passengers on cruise liners. We have to be able to offer something with a strong pull if we're going to get them through the doors and it's our cask beers that have really put us on the map.

"What they've done in just over 20 months is put together strong offerings for customers with particular preferences who have made the Rockstone their pub of choice - and bring their less demanding friends with them"

There's a lot more that could be said about the Rockstone and its traffic-building strategy, but it all boils down to the same thing: the Greenwoods have created a haven for the choosiest of customers, who have adopted the place and bring the less choosy with them.

Does it work? Well, the Greenwoods have turned a forlorn shell of a place into a thriving business that did 1040 barrels of cask ale alone in its first year.

So yes, it works.

Ted Bruning



The Cream of Cornish Brewing

Brand Cornwall

Sophie Atherton looks at how a Cornish triangle of breweries joined the county's food and drink revolution, inspiring others to follow in their footsteps, and creating a demand for beer from the Far West far beyond the River Tamar.

The number of brewers in Cornwall has virtually trebled over the last three years - thanks in no small part to the popularity of the county as a food and drink destination. Big name chefs such as Rick Stein, Nathan Outlaw and Jamie Oliver became associated with Cornwall and it was only a matter of time before Cornish beers became just as sought after - Brand Cornwall was born.

Today drinkers can choose from beers from some 30 Cornish breweries but the roots of that choice lie in the success of Cornwall's three best known - St Austell, Sharp's, and Skinner's.

Sharp's

Sharp's reputation could be put down to many things but is perhaps best represented by just two. Flagship brew Doom Bar -

said to be the best selling cask ale in the UK with more than 38 million pints brewed last year, and former Head Brewer Stuart Howe, now Head of Craft Brewing & Innovation for Molson Coors, overseeing not just brewing at Sharp's but the company's other breweries outside Cornwall.

"If Stuart Howe were the only brewer in Cornwall the county would have plenty to shout about - but just 20 miles south of Sharp's is St Austell Brewery headed up by the legendary Roger Ryman"

Stuart joined Sharp's in 2002, when it was still an upstart young microbrewery, producing just 10,000 hectolitres a year. He and his team have taken it to its present position as the largest brewer of cask conditioned beer in the South West.

The new head brewer, Carl Heron, has enormous shoes to fill, but his pedigree suggests more creativity is on the horizon: more than 30 years of brewing experience in some of Europe's great brewing nations - including Belgium, Germany and the Czech republic.

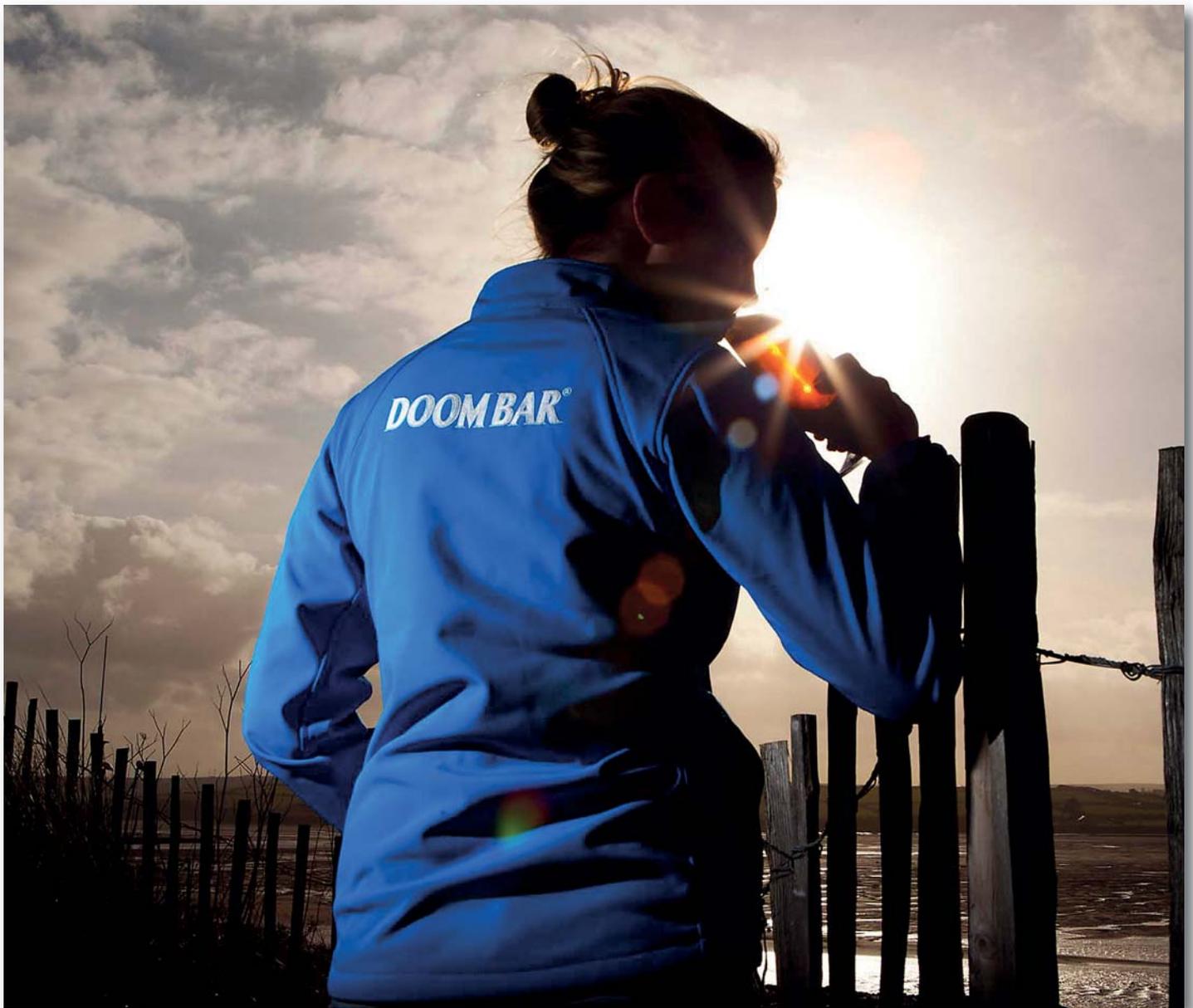
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For the time being, despite Stuart's new role, he is still closely involved with brewing operations at Sharp's and appears to be the have-it-all brewer: commercial success, renowned for top notch and often high ABV brews in the shape of the Connoisseurs range, specials - including a recent collaboration with Honest Brew apparently made with woodlice. He also has a stack of national and international awards under his belt, not least for his Cornish Pilsener which was judged the best lager in the world at the 2013 World Beer Awards.

"All three members of this trinity of brewers have made their location key to marketing their beer. Skinner's strapline 'Fine Cornish Ales', 'Rock, Cornwall' stamped on Sharp's pump clips, the redefining of St Austell's Tribute as Cornish Pale Ale - there is clearly a perceived value in being seen as Cornish"

If he were the only brewer in Cornwall the county would have plenty to shout about - but just 20 miles south of Sharp's is St Austell Brewery headed up by the legendary Roger Ryman.

St Austell

Roger is the architect of the core range of brews that has made St Austell what it is today. He invented the recipe for their bestselling Tribute and other newer beers, breathed new life into a number of existing brews and has been creating truly delicious - sometimes limited edition - beers in a pilot brewery long before many other family brewers decided to add small craft breweries to their operations.

In fact, Tribute began life here as a special to celebrate the Eclipse - and it now sells 17 million pints a year. Proper Job, too was originally a seasonal beer that has gone on to win sales and influence beer judges, and is now part of the permanent line-up. More recent brewing adventures have produced Belgian Abbey style beers and Korev Brut, a version of his acclaimed Cornish lager brewed with Champagne yeast to create a 7.5% bottle of bubbly. And in 2013 he collaborated with the Eden Project to create 'Proper Cool' craft ale

He's not just creative: his beers are also highly decorated. Cask, keg and bottled versions of his brews scooped a glut of national and regional awards from CAMRA, SIBA and others last year alone.

The level of his achievements seems to be as great as the man is modest; although he also shows the confidence of a brewer unafraid to share his knowledge - or the limelight - be it as part of the Cornwall Brewers Alliance or host of the Celtic Beer Festival where the beer list includes offerings from other Cornish brewers along with others from outside the county.

Skinner's

Another twenty miles - this time to the west - takes you to Truro. Home of Skinner's and the famous Betty Stogs. Although it brews far less of its best selling beer than its two bigger cousins (around 4.5 million pints per year) Betty Stogs herself is larger than life. You may have spotted her marching ahead of a pipe & drum band at the GBBF or just seen her cartoon image on a pump clip, but she'll tell you she's 'the beer the Cornish drink' and claims to have won more awards nationally and locally than any other Cornish beer. What she definitely represents though is the influence of Brand Cornwall.

The brewery's speciality beers Heligan Honey and Ginger Tosser have also both won awards, and like the other two Cornish 'giants', Skinner's also brew a lager - Skindog, named after Ben 'Skindog' Skinner, the surf champion son of brewery founder Steve Skinner

All three members of this trinity of brewers have made their location key to marketing their beer. Skinner's strapline 'Fine Cornish Ales', 'Rock, Cornwall' stamped on Sharp's pump clips, the redefining of

St Austell's Tribute as Cornish Pale Ale - there is clearly a perceived value in being seen as Cornish produce.

Such is the success of Brand Cornwall, a growing number of other breweries are keen to be a part of it, and 17 of them, including St Austell and Sharp's, have come together to create the Cornwall Brewers Alliance

"The attraction is the opportunity to promote the beer category overall and be part of events and activities that educate and inform not just the public but the commercial world too"

Cornwall Brewers Alliance

Beers such as Doom Bar and Tribute have been familiar names on the bar of pubs outside of Cornwall for many years and Harbour Brewing's 'H' logo is probably better known to patrons of craft beer pubs and bars outside the county than to those within in it.

It's now likely we'll all be seeing more beers from Cornwall 'up country' as the county's many breweries have decided to work together - much in the same way London brewers began to when the number of breweries in the capital started to rise again.

"We liked how the London Brewers' Alliance was set up so we're loosely based on what they're doing," explains Joe Thomson, Head Brewer of Penpont Brewery and also the CBA's Chair.

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“The sharing of information between all sizes of breweries from London Fields to Fuller’s is great and that’s how it’s worked in Cornwall as well with St Austell and Sharp’s being very enthusiastic as well as people with just a half or one barrel brewery,” adds Joe.

“Such is the success of Brand Cornwall, a growing number of other breweries are keen to be a part of it, and 17 of them, including St Austell and Sharp’s, have come together to create the Cornwall Brewers Alliance”

The aim of the group goes well beyond jumping on the brand wagon. With nearly 1,200 breweries up and running around the UK, and more in the planning stages, what some have dubbed the ‘craft beer boom’ currently shows no sign of abating. There are however a few rumblings of discontent with questions being asked about beer quality and consistency, as well as the sustainability of seemingly never ending numbers of new brewery openings. The two issues could well be linked. Those who can produce top notch beer that flows from pump to glass quicker than you can settle your next cask are likely to survive. Those who can’t maintain such standards will be casualties if and when the brewing bubble bursts.

The Cornwall Brewers Alliance wants to make sure its members have that competitive edge, and sees sharing knowledge as crucial to running successful businesses.

“It means each brewery has an awareness of what other people are doing. I think a lot of small breweries sometimes get stuck in

their little world and don’t quite realise that they’re not keeping up [and might not be] producing quality equal to other breweries,” explains Joe Thomson, Head Brewer of Penpont Brewery and also the CBA’s Chair

He adds, “We meet at a different brewery each month so you get to see how different people do things and obviously the more information you share the more awareness everyone has of ways to achieve that consistency and quality.”

Band of Brewers

Different breweries have their own reasons for banding together. For some of the smaller operators there’s the possibility of collective buying and distribution - which not only makes good business sense but also allows producers to keep their prices down.

“We liked how the London Brewers’ Alliance was set up so we’re loosely based on what they’re doing,’ ...Joe Thomson, Head Brewer of Penpont Brewery and also the CBA’s Chair.”

For larger and better established breweries the attraction is the opportunity to promote the beer category overall and be part of events and activities that educate and inform not just the public but the commercial world too.

“We want to play a part in telling people what is happening in Cornwall and why it’s such a vibrant place for brewing right now,” says St Austell Brewing Director Roger Ryman.

“Beer tourism is not an insignificant sector of the tourist business. There are a lot of beer enthusiasts who will travel to areas which they know are strong on regional beer,” he adds

“The brewery’s speciality beers Heligan Honey and Ginger Tosser have also both won awards, and like the other two Cornish ‘giants’, Skidders also brew a lager – Skindog, named after Ben ‘Skindog’ Skinner, the surf champion son of brewery founder Steve Skinner”

Another CBA member, Louise Treseder, landlady and proprietor of the Driftwood Spars pub and microbrewery in St Agnes, agrees. She says there are plans to begin mini bus tours of local breweries for tourists who also would stay - and spend money at - the region’s pubs while they were there. Such beer tourism initiatives also have the potential for boosting Cornish beer beyond the county.

“It’s about getting small microbrewery’s beers to a wider audience at a reasonable price,” explains Louise. “If we distribute together then we can reduce costs. We can do joint deliveries and get our beer to more places at a better price - and if we can get our beer delivered cheaper then we’re more likely to go to different places to sell it.”

“The Cornish brand is doing really well,” says Louise, who thinks local microbreweries have the likes of Sharp’s and St Austell to thank for developing the identity of Cornish beer.



“Locally, Cornish beers are the ones that sell the most...so it’s got quite a following and people come in all the time saying they want to take beer back with them.”

Luckily for Cornish beer loving punters from the wrong side of the Tamar, pub operators in all parts of the country are hearing the call of Brand Cornwall

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Cask Champion Bristol Fashion

Dawkins Taverns

Wet-led suburban pubs are supposed to be a dying breed, obsolete in an era of tight budgets and competition from home entertainment. So how are one man and 5 pubs in Bristol bucking the trend? Ted Bruning finds out.

And for many that's true, especially if they've always relied on counting chimney-pots and have never made an effort to attract custom from a wider area.

But one entrepreneurial multiple licensee is busily building a miniature empire in residential areas of Bristol, turning crumbling locals into humming destination pubs - not with TexMex/Thai fusion menus or complicated cocktails, but with good old-fashioned beer.

Starting at the Bottom

Even as a young man starting out in the wine trade as a branch manager at a Bottoms Up - one of Thresher's many doomed brands - Glen Dawkins was more interested in beer. "Bottoms Up was quite a small brand and they tended to leave us alone quite a bit," he says. "I discovered a loophole that allowed me to order direct from suppliers and at one time I had 120 beers in the store!"

Glen was only in his 20s then, and was rather more adventurous than his employers. Who knows, perhaps if they'd followed his lead

and specialised in something they could actually do better than Tesco they'd still be with us today? But that's another story.

After a few years with Bottoms Up Glen was ready for a change of direction and started working in the evenings at his local, the Hillgrove, an ex-Ushers pub in Kingsdown, Bristol. When a Punch Taverns lease a couple of miles away, the Miners Arms in St Werburgh's, became vacant in 2002 he decided to take the plunge.

"There was a bit of resistance at first, and quite a lot of ullage! But I was making a statement about the future of the pub and it seemed to work"

"It had had the same tenant for over 30 years and it was a real throwback," says Glen. "Strip lighting, formica table-tops, cracked lino on the floors - it was on its last legs. Still, it had a great atmosphere and I could see it had potential. So I took it."

From One to Five

The Miners Arms, says Glen, was a lock-in pub that was almost empty until just before closing time. But with the Licensing Act and later closing on the horizon, the days of the good old-fashioned lock-in were numbered and something had to be done to refresh the pub's clientele. His answer was to take out the two smooth keg ales and increase the number of handpumps from one to four - three tied to Punch, one discretionary.

“There was a bit of resistance at first, and quite a lot of ullage!” says Glen. “But I was making a statement about the future of the pub and it seemed to work.”

The Miners Arms wasn't enough to slake Glen's ambitions, though, and was only the first in the chain now known as Dawkins Taverns. A year later the lessee of the Hillgrove retired and Glen snapped up that lease too. Three more followed - the Victoria in Clifton, the Portcullis in Clifton Village, and the Green Man in Kingsdown. They're all established locals in Victorian residential areas; they're all, like the Hillsgrove, free-of-tie pubco leases; and they all have six or more handpumps. Only three of the pubs have a food offering: group turnover is 80% draught beer and of that, says Glen, 80% is cask - about a third of it from his own brewery, Now Thus of Bath, which had been a regular supplier of his and which he snapped up when it came on the market in 2010.

For the Love of Beer

“I did a diploma in wine at Bottoms Up, but I was always more of a beer man,” says Glen. “As a kid I lived five minutes' walk from Ward's brewery and the smell always intrigued me.”

“You have to do more than apply a coat of paint and tack a few pumps to the bar to turn a random selection of run-down Victorian locals into a thriving mini-empire”

But you have to do more than apply a coat of paint and tack a few pumps to the bar to turn a random selection of run-down Victorian locals into a thriving mini-empire. And, says Glen, pubco free-of-tie leases mean his pubs have to thrive - no lying back on a cushion of free trade discounts here! “The rents are pretty frightening,” he admits. “The owners of most of my pubs are in receivership, and receivers drive a pretty hard bargain. So the big advantage of these leases isn't the low wholesale prices - it's the operational freedom.”

And that's Glen's big secret: he hasn't got a formula.

“As a store manager at Bottoms Up I discovered the value of being left alone to get one with things,” he says. “So that's how I treat my managers.”

A Winning Team

In fact, he runs his business backwards: he doesn't load his managers down with targets and protocols and standard operating procedures - instead, he does what he's told. The mix of beers across the estate tends to average out at about a third Now Thus ales, a third swaps, and a third guests - but not by design. The managers aren't obliged to take Now Thus brands and have a say in the swaps Glen arranges. The guests are their own choice. The result is that each pub has its own very distinct specialities and characters that have been created not by Glen but by his team.

“They've each developed their own personalities and created their own followings,” says Glen. “For instance, the Victoria has about

40 bottled Belgian beers and one or two on draught. The Green Man is run by a trained chef, Krishna Nathan who's very keen on sourcing his supplies as locally as possible, so almost all his beers come from within a 30-mile radius. The Portcullis specialises in American beers and has its Hopfest every October, which is tremendously popular.

“They all understand, as I do, that you can't rely on local custom any more, even if you're surrounded by houses. The pubs are all pretty tucked away - none of them are on the high street - and they have to draw people in from all over.”

One unexpected advantage of giving his team their head is very low staff turnover. “They've gathered crews around them who are really part of it all,” says Glen. “We don't do staff training as such - we're not big enough - but the managers have had the freedom to find staff who share their interests and understand their businesses. So the managers get good workers, the group gets high staff retention rates, and the customers get enthusiastic and knowledgeable service.”

And that means - how nice to be able to say it these days - that everybody's happy!



Dependable Excellence with an Innovative Edge...



Wadworth is one of this country's best-known and well-established brewing businesses. Still making beer in the Victorian brewery in Devizes, Wiltshire, and with an estate of over 240 pubs throughout the south and west of England, the company is has an established heritage and is best known for lovingly creating classic ales such as 6X.

But you don't thrive for 125 years by resting on your laurels. Innovation has been a thread running throughout the history of Wadworth, and continues to be a driving force.

"Dependability, quality and consistent excellence are key to the success of Wadworth explains Sales and Marketing Director Paul Sullivan. "But the ability to move with the times and stay relevant is the lifeblood of a company like ours."

So just where did it all start and where are they now?

The early days



Henry Alfred Wadworth



John Smith Bartholomew

Today, the name above the door of the Chairman's office at The Northgate Brewery does not say Wadworth - it says Bartholomew. The original founder of the brewery, Henry Alfred Wadworth died without male issue, but his brother-in-law and business partner John Smith Bartholomew had sons and grandsons who have continued the family business. It is his great grandson Charles who now takes the role of Managing Director and Chairman.

The present Chairman is quick to give Henry Wadworth much of the credit for the early success of the business and to praise his innovative design for brewing which was built into the fabric of the Northgate building and is still used to this day.

"Henry was a brewing genius," says Charles. "By the age of 22 he already had six years brewing experience in London and opened his first brewery at No 8 Long Street in Devizes in partnership with my great grandfather. It soon became apparent that this premises was not going to be big enough to meet demand, so he designed a new brewery over the site of a small sweet water well a hundred yards away from the first, and it was completed in 1885. On the 5th February 1886 he recorded his first brew at the Northgate brewery."

Henry's clever design used the basic power supplies available to lift the ingredients for the brew to the top of the brewery and let gravity apply thereafter in the various stages of brewing. Many of his original brewing techniques and closely guarded recipes are still employed today, and Head Brewer Brian Yorston looks for ways in which he can incorporate new ideas with the high standards demanded by the founder.





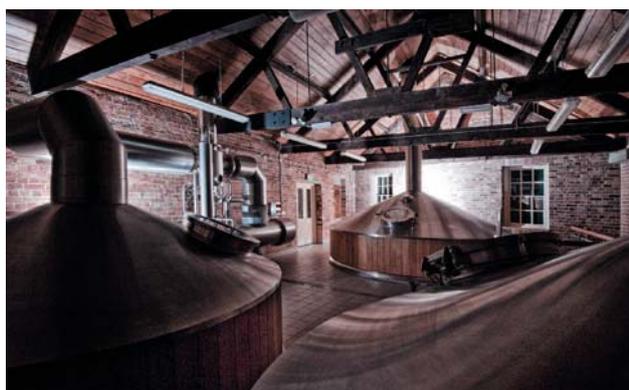
WADWORTH & CO
since 1875



6X - Thoroughly decent, thoroughly drinkable and thoroughly British

In 2013 Wadworth celebrated the 90th anniversary of its oldest and most popular beer - 6X. Coppery gold in colour, modestly malty and fruity in flavour, and gently hoppy on the palate, this thoroughly decent pint has seen Wadworth drinkers through two world wars, a General Strike, a winter of discontent, a World Cup victory, two home Olympics, 16 prime ministers and four monarchs - and is still enjoyed by ale drinkers everywhere today. The recipe may have been tweaked across the years, but it still remains basically the same flavour some brew.

A modern Wadworth



Recent Wadworth innovations have introduced new brands to the market to tempt their customers and a new generation of drinkers.

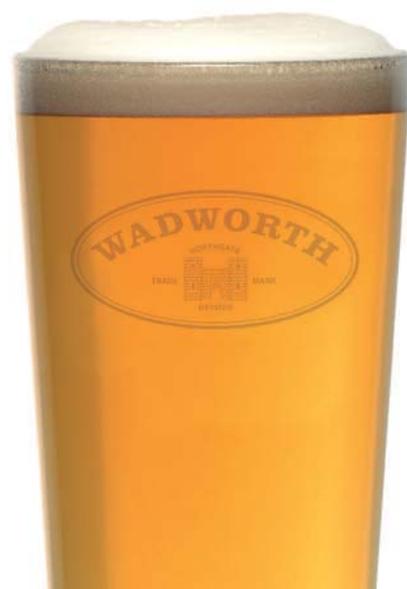
The intensely flavoured beers have been carefully developed to appeal to discerning palates seeking new taste experiences or as an alternative to wine at the dinner table. Each of the five ales has a very distinct character that has been developed to perfectly match certain foods, but will also serve as a stand-alone drink, either as an aperitif or as a post meal tittle.

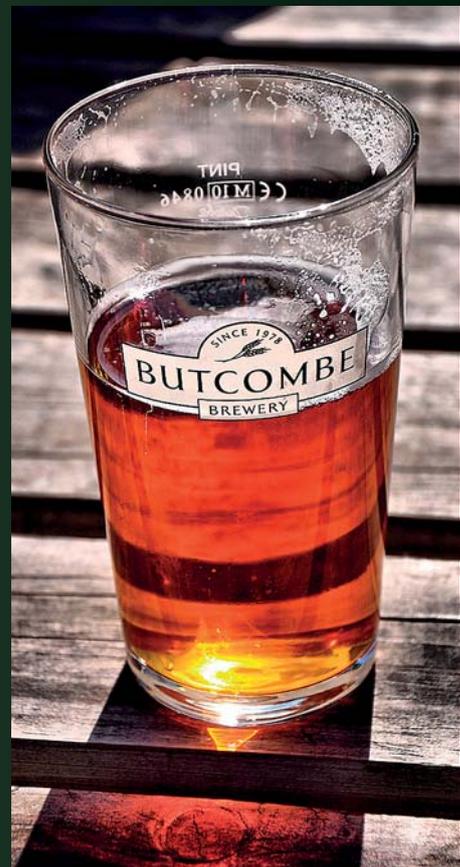
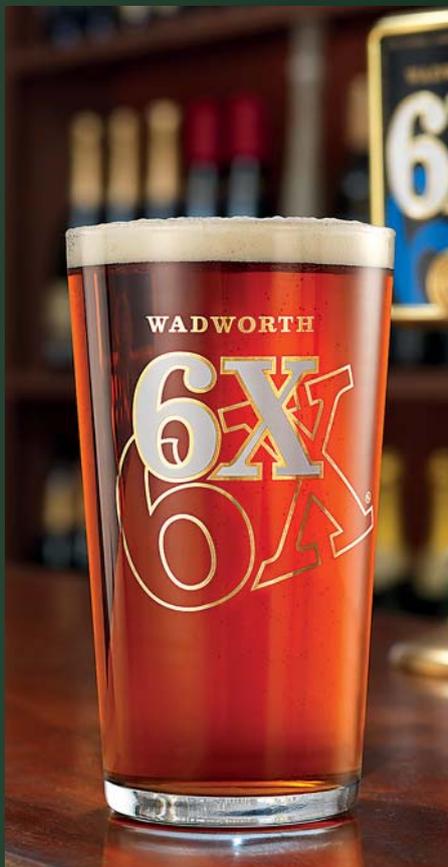
In 2012 a new stout was introduced to the market. Corvus has been favourably compared to Guinness in blind tasting tests, and is available in 30litre kegs which means that publicans can try it on the bar without too much financial outlay. It has been extremely popular.

And in January 2013, in the latest and most 'freestyle' introduction in the current phase of innovation, Wadworth took the adventurous step of giving their brewers total freedom to create a new range of craft beers called Brewers' Creations.

These ground-breaking beers are brewed in the micro-brewery and are released one a month. Only about 10 firkins of each are available on a first come first served basis to a select number of pubs within the Wadworth estate, although distribution is due to increase in 2014.

"As long-established regional brewers we believe it is important not to get too stuffy or set in our ways," explains Sales and Marketing Director Paul Sullivan. *"We have some of the best brewers in the country here at Wadworth, led by Head Brewer Brian Yorston, and they do a fantastic job all year round brewing and creating beers to our exacting standards. So we decided the time had come to let them have some fun and experiment with new processes and ingredients to create some really different and exciting beers."*





Best of the West

West Country Brews

Adrian Tierney Jones serves up a few of the finest brews from the West Country that are sure to satisfy the thirst of discerning ale drinkers in all parts of the UK

The West Country has long been a powerhouse of modern brewing. Back in the 1970s, at the start of cask beer's renaissance, Butcombe, Cotleigh, Exmoor and Smiles - the latter sadly no more - were the pioneers of what was then called micro brewing. The word craft was confined to macramé making and other such genteel pursuits!

During the 80s and 90s, this first wave of brewers consolidated themselves and were joined by the likes of Exe Valley, RCH, Otter, Bath and Dartmoor. Fast forward to now and (relatively) new kids on the brewing block Moor, Arbor, Wild Beer and Quantock (whose Wills Neck is SIBA's current UK Supreme Champion beer) have now joined the party. There's more. Throw in the well-established family companies such as Wadworth in Wiltshire, and Dorset brewing legends Badger and Palmers, and the West Country is perhaps one of the healthiest beer regions in the UK. Any licensee wishing to offer their customers a taste of the best of the west has a tide of beers to pick from - the only problem is which one to choose!

Welcome to Wiltshire

Wiltshire is the gateway to the West Country and although Arkell's in Swindon have long had a presence in the county, its most famous brewery nationally is the well-established family concern of Wadworth in Devizes. 6X is their signature beer, a session ale that celebrated its 90th anniversary in 2013 - and a special 6% version was brewed for the birthday party. There is much more to Wadworth than 6X though.

"Brewers Creations, which are new and interesting beers produced in our microbrewery and sold on allocation have really grown our reputation as creative brewers to add to our reputation of consistent quality"

Swordfish was launched in 2009, to commemorate the centenary of the Fleet Air Arm and was originally intended to be a one-off ale brewed for this special occasion, but its popularity has earned it a permanent place on the Wadworth line-up. However, this stronger version of 6X, with the addition of Pusser's Rum, is not alone in becoming one of the key successes for the brewery.

Corvus Stout, a dreamy creamy, bitter, mocha dusted, slightly roasted glass of dark goodness has really taken off, according to Wadworth Marketing Director Paul Sullivan. "It's had great

consumer taste reviews and excellent adoption levels from customers who have tried it," he says. "Brewers Creations, which are new and interesting beers produced in our microbrewery and sold on allocation have really grown our reputation as creative brewers to add to our reputation of consistent quality. The Beer Kitchen also continues to show good growth in the premium beer and food market and we've brewed with some partner brewers as well from overseas which has allowed us to explore new techniques and taste profiles. We have a good new product development pipeline for the next few years, which I can't give away at the moment."

Fellow Wiltshire brewers Box Steam have also been busy. Again there has been investment in the brewery and major listings with Carlsberg and Punch have been achieved. Beers such as Piston Broke, Tunnel Vision and Chuffin Ale are popular with drinkers, but Box Steam has also made a play for the beer and food market with their stupendous, richly flavoured Evening Star beer.

'Evening Star is our fine dining ale,' says the brewery's General Manager Niall Thomas. 'It seems to be right in tune with where the market for premium craft ales is heading. Not everyone enjoys wine with their meals and our rich, dark chocolate and coffee flavoured vanilla porter is proving the perfect way to enhance your dining experience. It was intended as a one-off but has proved so successful that we are moving to permanent production.'

Bristol Fashion

One of the firm favourites in the Bristol region is Butcombe, which may be a veteran of the scene, having been set up in 1978, but is no slouch when it comes to making beer for contemporary drinkers. It is renowned for its bestselling crisp and dry Bitter, but the brewery's portfolio also has a spirited selection of regular and seasonal beers and 2013 saw a new seasonal, Great Grey Owl, launched.

"Not everyone enjoys wine with their meals and our rich, dark chocolate and coffee flavoured vanilla porter is proving the perfect way to enhance your dining experience"

"It's our interpretation of an American Pale Ale and is made with five American hops," says Tom Newell, Butcombe's Communications Manager. "It punches way above its 3.6% weight and has a depth of flavour, a great malt background and a real drinkability."

The year also saw the re-branding of Matthew Pale Ale, which joined Bitter, Gold and Rare Breed to become Butcombe's fourth permanent beer. "We make no secret of the fact that Matthew Pale Ale is the new name for Mendip Spring," says Newell, "it was a beer that was a very popular seasonal, but we decided to brew it permanently from the spring of 2013 under its new less spring





David & Mary Ann



specific name. It sells well in Bristol, Somerset and around the West Country and at 3.8% and pale in colour it adds something to our permanent range.”

Butcombe is based on the outskirts of Bristol and their beers are favourites in the city and beyond. Bristol Beer Factory, as the name might suggest, is urban based, located in part of a former brewery - Ashton Gate - in southern Bristol; they also have a strong Bristolian following. As well as the dangerously drinkable hop bomb Southville Hop, beers include a luscious Milk Stout, the cheese friendly Hefe and the sprightly West Coast Red.

“The southwest will always be a good area for our sales,” says the brewery’s Managing Director, Simon Bartlett, “but we are reaching far and wide nationally as well, with London, Scotland and Yorkshire all being good markets.”

The brewery is due to expand in size, while its Bristol pub the Barley Mow has become the city’s latest ‘craft beer bar’. Experiments with kegged beer have also been exceptionally successful according to Bartlett: “We have put Southville Hop, West Coast, Hefe and Milk Stout into kegs as trials and all have been very positive. A plan for permanent kegged beers for 2014 is already being hatched.”

Keg beer (or craft keg as many like to call it) is no longer the devil it once was and BBF are not alone in mixing and matching cask and keg dispensations depending on the beer and the pub in which it is sold. Butcombe has long had its Blond Premium available in keg, while many other southwest breweries are keen to innovate.

Some Somerset Stars

Crossing the border into Somerset we meet Moor Beer Company, whose owner Justin Hawke has long been a keen advocate of what he calls ‘unfined natural beer’. As the name suggests this is beer that hasn’t had isinglass added in order to make the beer clear at the bar top.

“It punches way above its 3.6% weight and has a depth of flavour, a great malt background and a real drinkability”

“We supply as much of our beer unfined as possible as we believe it’s the best for the beer and the drinker,” says Californian Hawke, “and this year it’s really come into its own. We’ve won both SIBA and CAMRA medals with it this year, regionally and nationally.

That’s really pleasing for me as it represents a game changing mind shift in the established organisations. I’ve always said younger drinkers, who haven’t lived through the days of bad cloudy beer and bad keg beer, are totally unconcerned with clarity or dispense method.”

Hawke is also a great lover of hops, which are utilised to great effect in beers such as Revival and Nor’Hop/So’Hop (the name depends on whether northern or southern hemisphere hops are used). “Those beers are rated best in their style around the world and win heaps of awards,” he says. “Why? Because they’re session strength

AMBER ALERT



OTTER BREWERY

www.otterbrewery.com



One to watch out for from the Good Pub Guide's 2013 Brewery of the Year



beers packed full of flavour. Loads of marketing departments love to use that term. Most don't deliver, where ours definitely do and have the accolades to prove it. Internationally, Hoppiness is probably our biggest star. It stands apart from most IPAs because it is so complex, flavourful, and not shy on hops."

Devon Delights

Moving further west into Devon, we find the redoubtable Otter Brewery, which was set up by former Whitbread man David McCaig in 1990. The business remains in the family and it is a major player in the southwest, where its beers can be widely found.

"I've always said younger drinkers, who haven't lived through the days of bad cloudy beer and bad keg beer, are totally unconcerned with clarity or dispense method"

Otter is known for its excellent eco-friendly credentials. In 2009, an ecologically sound cellar was opened, while sustainable living was celebrated with willow beds, a pond and lagoons through which all the water used is filtered so by the time it reaches the bottom it's as clean as a whistle. Such attention to detail pays off with excellent beers such as Otter Head and Amber. In 2013, the brewery spent £110,000 on an upgrade of the willow bed system to cope with increased throughput.

There have been other developments, the most significant of which has been the trialling of a lager.

"Tarka Pure lager is set for a 2014 launch," says Otter's Sales Director, Patrick McCaig, "After eight months of trials in a dozen pubs across the southwest this new premium is in the wings and set to be launched to the trade in February 2014. It adheres to the German Purity Laws and is matured for six weeks. A kegging plant is in the process of being installed and will open the gates to a new range of Otter beers including Otter Black, a much-awaited stout.

"We are proud to be one of the most respected brands in the southwest and even prouder to be building a broad family business set for the next generation"

"We are proud to be one of the most respected brands in the southwest and even prouder to be building a broad family business set for the next generation. The southwest is without doubt seeing the green shoots of recovery, as we notice more people venturing out again in pursuit of fine beer in great pubs."

Whether you run a cosy village inn, a bustling city tavern or friendly neighbourhood pub, the choice and quality of beers from the southwest has never been so good. Go west should be your motto, whether its keg or cask, and your customers will thank you for it.

- ▶ Recession.....
- ▶ 187 New Breweries in last 12 months (Progressive **** Beer Duty!).....
- ▶ 25 Pubs a Week Closing.....but hey
- ▶ BRING IT ON!



A Year in the Life

Butcombe Brewery

2013 has been a fantastic year for the West-Country's favourite beer.

Butcombe Bitter won Silver at CAMRA's Supreme Champion Bitter of the South West and, progressing to the Great British Beer Festival final, was awarded Bronze Champion of Britain in the Bitter category. It is great to see Bitter still being regularly recognized at awards as being one of the premier beers in Britain.



As of the beginning of the 2013/14 season, Butcombe Bitter is now the only cask beer pouring at Bristol Rugby and Bristol Rovers matches at the Memorial Stadium, as well as at Bristol City's Ashton Gate Stadium.



Adam Henson's Rare Breed gets gold



Adam Henson's Rare Breed was judged one of the best beers in the world in 2013, receiving a prestigious Gold award at the International Brewing Challenge. Among thousands of bottled beers from thirty three countries, Rare Breed was one of very few to be awarded Gold.

BUTCOMBE BYTES



Butcombe Bytes has been a major success this year. Bytes is a bright and breezy 4-page magazine, sent out quarterly by email to all those who sign up on the front page of our website and features news, nonsense and giveaways.

The two distinct versions of each issue for trade and drinkers ensure maximum relevance of articles and offers. It's also a great chance for us to say hello to those who make our business thrive, to keep them in the loop and to say thank you in the form of prizes for Bytes subscribers only.

Can You Beat The Butcombe Rare Breeds?

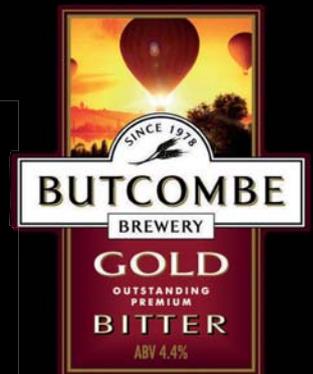
After a surprise victory at a one-off charity quiz at the Avon Gorge Hotel, we got to thinking... and the Butcombe Rare Breeds quiz team was born!



9 months and 7 quizzes later, the Catherine Wheel in Marshfield became the only team to out-quiz the Butcombe Rare Breeds ...with a final round on local Marshfield knowledge!

We have thrown open the challenge to any Butcombe-stocking pubs. The evenings are lively and great fun and thus far have been storming successes with packed pubs. Our next challenges are at the Ormond in Tetbury and the New Inn in Wedmore. Where we go next in 2014 is up to you!

Cooking up a storm!



Butcombe Brewery, Cox's Green, Wrington, Bristol BS405PA
Tel: 01934 863963 Fax: 01934 863 903 Email: info@butcombe.com

www.butcombe.com

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PRIDE IN EVERYTHING WE BREW



Yorkshire's Sun Always Shines

Cask Champions

Ashley and Kelly McCarthy are Britain's licensees of the year – the reward for years of hard graft at Ye Old Sun Inn in Colton, near York. But they're not resting on their laurels, as Simon Jenkins found out.

"We had to apologise to the staff," says Kelly McCarthy, looking back to the day in May when she and husband Ashley were named licensees of the year by the British Institute of Innkeeping. "Immediately afterwards we were going on holiday and of course lots of people wanted to come here and see exactly why we had won. The pub suddenly became really busy – and we were in Florida!"

The award honours a couple who have worked together in the hospitality trade for over 20 years, and have built the Sun's reputation for great beer and quality food during nine years in charge, initially as tenants for Enterprise Inns, and now as freeholders.

Buying the pub in 2009 proved the catalyst for a step change in the business - new kitchens, new dining space, a new bar - and the opportunity to take the Sun to the next level.

The biggest change was in the kitchen. Previously chef Ashley had just six burners from which to create dishes for a 64-cover pub. When there were large groups of diners the menu had to be restricted: "It was a bit embarrassing," he says.

The kitchen is now six times its previous size; extensions in the pub itself have increased capacity to 110. "It has given us flexibility and allowed us to extend the menu and employ more chefs." Even so, the quality menu doesn't neglect pub standards like fish and chips or sausage and mash. Specials change every couple of days, the main menu every few weeks.

Bring on the Beer

"To ensure staff know how to keep their ales in top condition, team members all undergo Cask Marque training, in conjunction with Black Sheep"

Which is to say nothing of the beer. As leaseholder, Kelly had three real ale handpumps, and was obliged to source beer from Enterprise-approved suppliers, paying a premium price. Now, freed from tie and with greater bar space, she has six cask beers on the bar. Five - many from the wealth of great breweries across Yorkshire - change regularly, the only permanent fixture being Black Sheep bitter from Masham.

"We used to have John Smith's," says Kelly, but moving production from Tadcaster - just five miles from Colton - to Burton-on-Trent, made a big difference to the locals. "It really damaged its following here, so we moved to Black Sheep, which is always popular."

To ensure staff know how to keep their ales in top condition, team members all undergo Cask Marque training, in conjunction with



Black Sheep. “They have really supported us,” she says, and this brings her to another unexpected consequence of buying the pub: “Previously we never had any contact with the breweries. All discussions were done with Enterprise’s area managers and our beer orders were made through their telesales team. Now we have that personal contact and access to a whole network of support.”

A Community Pub

The expansion has placed the Sun right at the heart of its village community. “With just 64 covers we struggled to be a traditional pub,” says Kelly. Expanding the dining area opened up a space in the middle of the pub purely for drinkers.

“ While the couple admit their beer is more expensive than that at pubs nearby, they have devised an interesting deal to persuade the locals to keep coming through the door”

With flower-arranging classes on Monday, charity events, cooking demonstrations and a sewing club, the Sun is now right at the heart of village life. Their Walnut Lodge next door can accommodate up to twelve bed and breakfast guests and often plays a leading role in the pub’s innovative Midsupper Murders events, where guests have to solve a crime - over three courses, naturally.

An autumn beer festival certainly shook things up a bit. This is beer festival country - York’s is one of the biggest outside London - and for two days in October, Ye Old Sun squeezed in a total of 30 real ales, putting down a significant marker that, for all its foody credentials, beer is a serious part of the business. Sponsorship from local brewers Pennine, Wold Top, Revolutions, and (of course)

Black Sheep, helped to underwrite the event and ensure that some of the regions favourite beers were there in prime condition!

While the couple admit their beer is more expensive than that at pubs nearby, they have devised an interesting deal to persuade the locals to keep coming through the door. “We call it the Cask Ale Club,” says Kelly. “It costs £10 to join for a year, and members get 25p off each pint of real ale.” After 40 pints, they’re quids-in: “For some of them that’s only a couple of nights,” she jokes.

Licenseses of the Year

Ashley explains the exhaustive process which led to the award: “After an initial questionnaire we were given three detailed questions about our financial position and how we had diversified. Then we were visited by three judges who took a good look at what we were doing.”

Having survived the “cut” at each stage, the couple made it through to the finals in London, where they got to meet the five other finalists and were interviewed by panels of experts on different aspects of their work.

It was the second time that they had come so far: “When we got there in 2009, it showed some of the holes we had in our business. They’re picking everything to bits but it’s constructive - and there were still a few holes this time,” says Ashley. But they were fewer, and less significant, and the couple emerged from the gruelling process as overall winners.

“It felt fantastic, amazing,” says Kelly. “But we’re not getting complacent. As soon as you do, that’s when things start to tail off. We used the awards as a means of learning from the other licensees, win or lose. However good people say you are, you can always improve.”

The new Landlord bottle

Timothy Taylor's family of beers



TIMOTHY TAYLOR'S Future Looks Bright

TIMOTHY TAYLOR'S

Earlier this year Timothy Taylor's marked 150 years of brewing at Knowle Spring. Timothy Taylor started brewing in Cook Lane, Keighley in 1858 but by 1863 demand for his beers had grown to the extent he needed a much bigger brewery. One of the benefits of Knowle Spring was the superb spring water that wells up from deep under the Pennines and it is still used today.

After the completion last year of an £11 million major redevelopment programme the great man would be amazed at the transformation of the brewery and the state-of-the-art production and distribution facilities. Investment has continued this year with the purchase of three new lorries including a little Mitsubishi which is small enough to deliver to customers within York's city wall.



Three new lorries add flexibility to the delivery fleet

For the second year running the transport team has been recognised for its total commitment to delivering our beers on time and in prime condition with the award of the prestigious Cask Marque Distributors Charter. The charter was awarded after a vigorous inspection of the company's storage and transport facilities. All our long range depot deliveries are now made using temperature controlled lorries so the beer travels and arrives in cellar condition.

Following the success of Havercake Ale 4.7% ABV last year another special brew of this robust Yorkshire beer was commissioned in the Autumn. Like last year, the cask allocation sold out almost immediately with the supply of bottles being taken up by Booths supermarkets and wholesalers.

The beer takes its name from the soldiers of the Duke of Wellington's Regiment – now part of the Yorkshire Regiment – who have always been affectionately known as the 'Havercake Lads'. Once again 10p for every pint and bottle sold was donated to ABF The Soldiers' Charity.

Sales of Landlord bottles continue to grow at a pace following the appointment of Hall & Woodhouse as sales agents. Beer drinkers in many countries now have the chance to appreciate our classic pale ale including France, Ireland and Denmark and further afield in Australia, New Zealand, China, Singapore, Brazil, Canada and America.

All this coincides with the introduction of a brand new bottle shape and label, the first major change since Landlord was launched in 1952.

To reflect changes in consumer trends and habits our pub estate has been restructured to concentrate on those with a sustainable future. We have also introduced two new styles of tenancy offering different rental structures and 'tied' products at 'market' prices.

At the same time we are always on the lookout for new pubs in the right location. The challenge lies in acquiring quality pubs or pubs which can, with investment and a good operator, meet our high expectations.

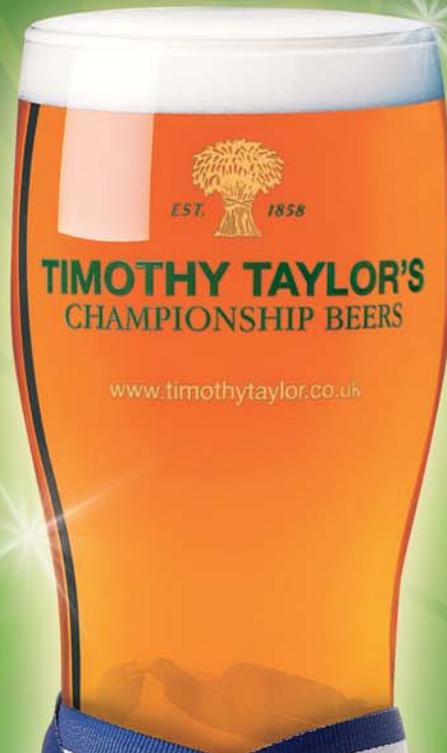
Timothy Taylor's has always held the belief that our beers speak for themselves, however, with the explosion of Social Media there has been a real demand from customers for more information and interaction with the brewery. We have, therefore, designed a new website www.timothytaylor.co.uk and can be followed on both **Twitter @timothytaylors** and **Facebook /TimothyTaylors**.

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major awards than
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Craft brewed
using only the
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Served in **the best**
British pubs, from the
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TIMOTHY TAYLOR'S
CHAMPIONSHIP BEERS



Ales from the Dales

God's Own Country

Yorkshire - a land of champions, in the world of beer as well as the world of sports. The home of award winning ales that are enjoyed the length and breadth of Britain, it has more breweries than anywhere else in the UK. As the county prepares to welcome the Tour de France, Simon Jenkins oils his chain, squeezes into some dayglo lycra and heads out for a few beers along the route.

In 2014, one of the world's great sporting events comes to Yorkshire. For two days, God's Own Country becomes hallowed ground for cycling fanatics, as the Tour De France wends a winding course from cosmopolitan city Leeds, into the rolling dales, to the spa town of Harrogate, then from historic York into the rugged peaks and on into post-industrial Sheffield.

I doubt the peloton will stop for a quick one in the wonderful pubs along the route, but I'm sure it won't escape the attention of plenty of the Tour followers that this year's route is bringing them through the brewing heartland of Britain.

Hopefully a few will arrive for the Grand Depart with time to enjoy a city whose beer scene has utterly exploded in the past few years. The vexed question of which city is Britain's best for beer will never be fully resolved, but few have seen such an expansion in quality and variety as Leeds has experienced over the past three years.

Leeds Leads

In that short time the arrival of the charcuterie and continental beer bar Friends of Ham, Leeds Brewery's fashionable Crowd of Favours and a city centre outlet for the maverick Brewdog craft brewery - to name just three - has added a fresh dimension to an already vibrant scene. The International Beer Festival in the Town Hall and the brief appearance of a Brooklyn Brewery pop-up bar provided the clearest evidence of the city's appetite for wonderful, interesting beers in a town where a pint of Tetley's was once the height of sophistication.

Carlsberg have long-since shifted production to the midlands, but before the cyclists have broken sweat, they will have passed within a short sprint's distance of four quality microbreweries which have moved in on Tetley's manor.

With capacity at something like 75,000 pints a week, Leeds Brewery is the biggest and best known, its core beers - Leeds Pale,



Leeds Best and the dark, rich, mysterious Midnight Bell – a welcome sight both in their own small handful of pubs and as guests elsewhere.

The Fox and Newt, Leeds's only brewpub, and the excellent Ridgeside Brewery are both within shouting distance of the cycle route; a little further off is the newer Kirkstall Brewery which has really established itself on the scene in the past year. Its dry, easy-drinking Prototype is now the session ale at all the outlets in the excellent North Bar chain. With its own pub, the lovely Old Bridge, finally open after a perversely long refit, Kirkstall now has a brewery tap to showcase all its great beers. Dissolution IPA is certainly worth getting on your bike to find.

Otley, Ilkley and More

From Leeds the route heads into Wharfedale, passing right behind Wharfebank Brewery's unprepossessing industrial unit at Pool, home to beers like the zesty Slingers Gold and toffee-accented Camfell Flame. Wharfebank's first pub, the Fleece, is one of almost 20 on Otley's pub trail, a gentle ramble around some great bars old and new in a town where there are almost as many licensed premises as inhabitants. If ever you wanted to get a feel for Yorkshire pubs in microcosm, Otley is the place to come.

Next it's on to well-to-do Ilkley, whose own brewery has been one

of the major successes of recent times. The five awards it garnered at the recent Society of Independent Brewers (SIBA) awards were testament to a brewery which, though only four years old, has absolutely nailed quality and consistency. Coupled with some really interesting marketing, much based on the Ilkley Moor theme, it has made a real name for itself not only locally but much further afield. That Ilkley's latest beer, Green Goddess, is a Belgian Green Hop IPA speaks volume for their innovative spirit and confidence.

“Yorkshire, The home of award winning ales that are enjoyed the length and breadth of Britain, it has more breweries than anywhere else in the UK”

Though only founded in 2002, Skipton's Copper Dragon Brewery feels like an absolute veteran, compared to some of these upstart newcomers. Their pumpclips are a welcome sight on any bar counter; their crisp, refreshing, citric Golden Pippin a particular favourite.

The peloton takes a sharp right here, heading north into the heart of the dales, and past some of the loveliest pubs around: the Bluebell at Kettlewell, the Buck Inn at Buckden, the Bridge at Grinton, the Blue Lion at East Witton - and that's just the ones beginning with 'B'.



Magnificent Masham

By the time they come tearing into Masham, the field might be quite strung out, but the battle for the Yellow Jersey can be no more fiercely fought than the rivalry between the town's two great breweries. Both Theakston's and Black Sheep maintain they are the true keepers of the family flame; each has a distinctive take on the past 30 years of history, since Theakston's was first acquired by Matthew Brown's. The arguments are well-documented, but what's more important is that both continue to brew great beer. The fact that neither owns a string of pubs means that their ales can often be found going head-to-head in free trade houses across the Dales - and are a popular choice for cask lovers from Land's End to John O'Groats.

One beer I've made new acquaintance with this year is Theakston's ruby-brown Hogshead Bitter, which takes its name from the giant 36-gallon wooden casks hand-crafted in the brewery by cooper Jonathan Manby. Theakston's is one of a very few breweries to still employ a traditional cooper, and visitors can see Jonathan working his carpentry magic. With its gentle effervescence and suggestions of coffee, toffee and dark cherries, Hogshead is a worthy addition to a proud roster of Theakston beers headed by the wonderful Old Peculier, one of the best-loved beers in Britain.

"Theakston's is one of a very few breweries to still employ a traditional cooper, and visitors can see Jonathan working his carpentry magic"

Black Sheep has entered its third decade seemingly as confident as ever; the SIBA regional gold award for their Best Bitter came in the standard bitters class, a much-prized and fought-over accolade in a county which prides itself on its bitter. Far from resting on their

laurels however the boys from the Black Sheep have invested in a little Black Lamb - a smaller, craft brewery which gives them the opportunity to experiment with more unusual, short run beers.

And so to bed

The first day's finish line is now in sight as the cyclists race on towards Harrogate, whose excellent Daleside Brewery is now some 30 years old, but continuing to do the simple things well. World-renowned brewer and author Garrett Oliver of Brooklyn Brewery served a fruitful apprenticeship here; Daleside's spicy, dark, mysterious Morocco Ale retains its distinctiveness amid the host of styles and flavours which Yorkshire's newer brewers have brought to the market.

While the cyclists get safely tucked up in bed, the bike fans will no doubt enjoy a good night in York, and one port of call would be the Yorkshire Terrier on Stonegate, which namechecks York Brewery's best-known and multi-award-winning ale and showcases all of its others. Their easy-drinking, straw coloured First Light is certainly worth a try.

The Second Leg

On Day Two, the tour heads west, passing close to the famous old Alice Hawthorn pub at Nun Monkton, where new owners are pioneering an interesting foraging menu. Each day the chefs will collect seasonal fruits and vegetables to serve in the restaurant, augmented by other local produce from farms, fisheries, cheesemakers and market gardens.

From here it's on to Knaresborough and the oversized Anderson Shelter which is home to Rooster's Brewery. When brewer Sean Franklin burst onto the scene in 1993 he pioneered the use of American hops in British beers. Oliver Fozard - son of Ian, founder



of Market Town Taverns - is in charge these days; his wonderful dry, bitter, hoppy, limited edition India Pale Ale, the product of seven American hop varieties, is an appropriate way to mark the brewery's 20th anniversary.

Landlord Country

This time the tour heads south to Keighley, home of the quaintly named Knowle Spring Brewery where the wonderful Timothy Taylor Landlord is created. Despite the change all around, this remains an absolute classic. Experienced licensee Gina Howard, serves eight real ales, five of them guests, at the Fleece pub in Farsley, giving her customers an excellent choice in what is little more than a two-room local. Even so, the Landlord remains the favourite: "It just flies out," she tells me. And Timothy Taylor's flagship ale is another Champion that punches above its weight and sells just as fast down south as it does on its home turf.

The Final Straight

The route flirts perilously with the Lancashire border before snagging wisely eastwards, where the cyclists will be close enough to smell the hops and malt being thrown into round-the-clock production of Elland Brewery's 1872 Porter. Sales of this dark, rich, 6.5% ABV ale have gone through the roof since it was crowned CAMRA's Champion Beer of Britain in the summer, the first porter ever to lift the coveted award.

Huddersfield next, and a chance for camp followers to check out Magic Rock brewery, one of the most innovative and imaginative micros on the scene. With beers like the hoppy red Rapture, powerful bitter Cannonball IPA, and the full-on fruitiness of High Wire, Magic Rock has made a dazzling entry to both the hand-pulled and bottled beer markets.



Magic Rock was rightly named Best Newcomer at the first Yorkshire Beer Awards which were staged in the summer and celebrated all that is great about the county's brewing scene. The voting pitched some of the big boys like Black Sheep against much less well-established outfits like Abbeydale of Sheffield, Keighley's Old Bear, and the Partners Brewery of Dewsbury - all of whom were shortlisted for awards.

The excellent Great Heck Brewery near Selby, picked up a much-deserved prize for Citra in the pale and golden ale category, while classic English bitter Saltaire Pride was the overall winner.

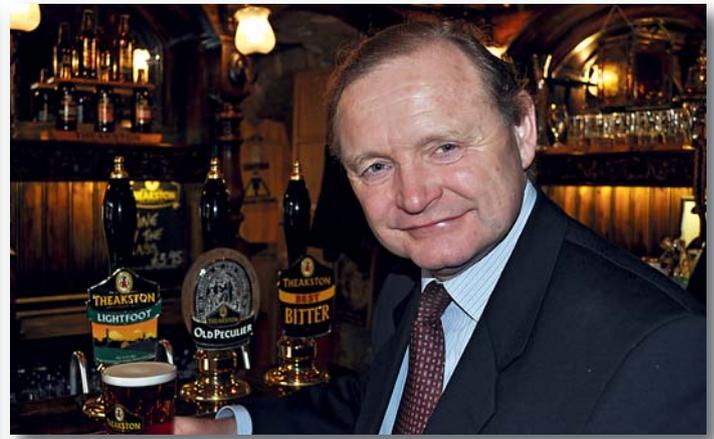
The route comes close to Ossett, where the town brewery has had a record year, brewing great beers like Yorkshire Blonde, Silver King and strong fruit Excelsior seven days a week at their 40-barrel plant, just to meet demand. Taking over the Peacock pub at Elland Road has certainly brought them into the public eye - especially on matchdays!

Sheffield marks the end of the tour's two-day stint in Yorkshire, and it's nice to think the cyclists might take the chance to sample some of the local liquor - the lovely floral Jaipur from Thornbridge Brewery or the citric, fruity Pale Rider from Sheffield's own Kelham Island.

Acorn beers from Barnsley are also worth seeking out, especially their dark Gorlovka Stout or sessionable Barnsley Bitter, still brewed with the same yeast strain as the town's Victorian brewery.

Acorn now directly supplies more than 400 pubs in the North and Midlands and delivers regularly to London, while business grows through Wetherspoon and leading pub companies.

What better preparation than a night in Steel City to steel themselves for the Alps, the Pyrenees and the endless miles of rural France?



Generations of Expertise and Experience

Theakston's Brewery

Once again there has been no shortage of activity at Theakstons in 2013, and 2014 is shaping up to be yet another busy and exciting year for the Masham based brewers.

The continuing growth of consumer interest in traditional cask ales has fired a significant increase in the number of new customers and new cask ale offerings during the past year - a trend which looks set to continue for the future.

A Proud Past

Over many generations Theakston's have earned a well-deserved reputation as the standard bearer for the best of traditional English cask ale brewing, and it is this consistent approach that is now paying dividends.

As Executive Director Simon Theakston explained, "The feedback we get from the trade would suggest that licensees wishing to embrace the English cask ale movement are looking for a range of ales including, importantly, ales from brewers like Theakston's that are renowned for their consistency in quality, reliability in availability - and with strong consumer recognition.

"Theakston's beers, including Best Bitter, Lightfoot and Old Peculier, together with the range of different 'seasonal' beers we produce, are gaining wider popularity all the time." He added, "During the decades when it seemed that continental lagers would dominate our domestic style to the point of extinction, we just kept resolutely focussed on producing the best quality of cask ales that we could.

"It seems that the obsession with quality combined with our provenance and authenticity is absolutely in harmony with today's cask drinker and the dramatic increase in production in our old brewery in Masham is testimony to that."

A Bright Future

Far from relying on the brewery's reputation and heritage, Theakston's continues to invest and evolve. Additional capital projects are planned for 2014, which will enable the brewery to increase both the capacity and variety of beer production.

Future changes will also include the appointment of a new Head Brewer following the retirement of Bill Wilson, who held the position for 20 years

"Over many generations Theakston's have earned a well-deserved reputation as the standard bearer for the best of traditional English cask ale brewing"

In paying tribute to him, Simon said, "Bill has been an outstanding Head Brewer and has steered the production side of our company through some dramatic and far reaching changes in both the industry and to our brewery. Together we have developed some wonderful new ales all of which will remain a permanent legacy to his unique skill, he will be very much missed. Our new Head Brewer, whose appointment is to be announced shortly, will carry on that great tradition but will also bring a wealth of specialist cask brewing with him. It is indeed a very exciting time for us all."

“That’s the moment he revealed his homemade Theakstons!”

He’d carved his pint in pine and painted it with such an accuracy that it almost deceived the eye. “Let’s compare,” I said to him. “Yours with mine.” “Well,” he ventured. “Mine has been hand crafted in the traditional manner.” “Mine too.” I reposted, taking a moment to admire the way the light illuminated the golden liquid. “And it was tested every twenty minutes to make sure everything is just as it should be.”

“Absolutely, me also,” insisted my companion, “how else would I get it so exact? And I kept a beady eye on the weather, just like they do at Theakstons. Wouldn’t want my ale to warp, would I?”

I took a deep and satisfying mouthful from my glass. “I admit,” he admitted enviously, “that liquidity is a bit off an issue.” I nodded to Annie behind the bar to pour a pint for my friend. After all, anyone who goes to such lengths to make a pint of Theakstons, deserves a pint of Theakstons. 🍷 🍷 🍷 🍷 🍷 🍷



SAVOUR EVERY MOMENT.



Yorkshire's Cask Champions

Market Town Taverns

From hosting a great night celebrating the best beers in Yorkshire to scaling the heights of the Himalayas, 2013 has been a memorable year for Market Town Taverns boss Simon Midgley. But there's plenty more to come, he tells Simon Jenkins

"It was about time I did something," says Simon Midgley, of his two-week trek to Everest Base Camp.

He joined a group of 12 adventurers who raised over £30,000 for Harrogate's St Michael's Hospice.

"We've always sponsored the hospice, but I thought I should really get involved, rather than just signing a cheque every year."

Simon brings this same can-do attitude to his role as Managing Director of Market Town Taverns, a group of well-run real ale houses across West and North Yorkshire.

He has been with the company for ten years, during which time he has seen it grow from six taverns to 15, an expansion of one-pub-a-year which has remained fairly constant during the history of a company which was established in 1999. They're now spread across most of the major towns in the area, from Leeds in the south to Northallerton on the fringes of Teesside.

Change at the Top

"The company has grown, and I've grown with it," says Simon. It's now two years since the last one opened, Otley's Horse and Farrier, the hiatus coinciding with a change at the top, as founder Ian Fozard sold the company to Heron and Brearley, the same Manx company which owns the island's Okell's brewery.

"We've listened to our managers and our staff. They work on the front line and they know what their customers want. Previously the decision-making had been a bit 'top down'."

Simon admits that he took his eye off the day-to-day business of running the company while dealing with the "distraction" of the takeover. "There was a lot going on around the transition and so this year it has been about getting things back on track. Our year ends at the end of January. Hopefully when our figures come out they will show we have made some real progress."

And though many feared the new owners might change the look and feel of these pubs, little has altered from a customer's point of view, save for the appearance of one Okell's beer on every bar. Their formula of serving a broad choice of real ales and quality food in tidy, uncluttered, well-kept surroundings whose décor - bare wood, archive beer advertisements and hand-painted

signage –stressed the credentials of a traditional alehouse, remains at the heart of the business.

Simon says there have been a few changes behind the scenes, giving what he describes as the ‘beer geeks’ among the pub staff more say in what is served on the counter. “We’ve listened to our managers and our staff. They work on the front line and they know what their customers want. Previously the decision-making had been a bit ‘top down’.”

Plans for Expansion

The expansion may have been stalled by the takeover, but it certainly hasn’t stopped. “It’s really just about identifying the right pubs and moving geographically beyond our traditional area,” says Simon.

“Anywhere, so long as we can still service these pubs from our head office in Knaresborough.” A clutch of Heron and Brearley pubs in the north-west are likely to be the next to get the MTT treatment.

“What Ian created was fantastic in its time - and really innovative for 1999. We’ll continue to be innovative but not at the expense of what we have done so far.”

And though the company is going through a “branding strategy” exercise, he insists each of his pubs will retain its individuality. They will all be managed houses: “Tenancy wouldn’t work for us, it would dilute the brand,” he adds.

“What Ian created was fantastic in its time - and really innovative for 1999. We’ll continue to be innovative but not at the expense of what we have done so far.”

A Passion For Real Ale

Brought up on a teenage diet of Theakstons XB in the pubs around Harrogate, Simon joined MTT as trainee operations manager after a long spell at Exeter University, first as a student and then working in halls of residence and running franchise operations with the city’s football club and racecourse.

It was during this time that he was fired with a passion for real ale. “When I first went to Exeter the pubs kept serving me this horrible dishwater,” he recalls. He eventually found some good real ale joints, and went for a day’s brewing at the Exe Valley brewery.

“I was studying chemistry and law with a plan of going into intellectual property rights. I soon decided that was far too dull, and real ale was much more interesting. I worked hard to get cask ale put on in the union bar - and that’s where I first got involved with CAMRA.”

Yorkshire Beer Awards

Well over a decade on, it’s that same passion which inspired Simon to launch the first Yorkshire Beer Awards, staged last summer at Coopers, MTT’s Guiseley tavern. The success of the night, which saw honours handed out to brewers from across the

county, was such that it is now set to become a firm fixture on the calendar. “It’s already outgrown that venue,” says Simon. “We had such an amazing response that we need to find somewhere bigger for next year.

“It was about promoting and championing great Yorkshire beers, just as our pubs do. It was good to get that much interest and so many breweries involved. Sometimes the industry is not good at standing together like this - and I know that some of the brewers who decided not to take part were jealous that they missed out.”

Beer is the Bedrock

For Simon, beer remains the bedrock of his business. “For most of the beers we sell, we deal directly with the brewery, so we can be certain it has been well looked after. We try to do different things, such as beer and food matching events, and Meet the Brewer nights which are a great way for us to engage with the customer and good for the brewers who get a rare chance to meet their drinkers at first hand.”

“We try to do different things, such as beer and food matching events, and Meet the Brewer nights which are a great way for us to engage with the customer and good for the brewers who get a rare chance to meet their drinkers at first hand.”

And though MTT pubs offer taster third and two-third pint measures, he says this has not been a big draw: “People still generally seem to want a pint. It’s more for the real connoisseur, or people who want to try the strong beers, like double-digit strength American IPAs.”

By contrast, Simon’s favourite beer is the sessionable 3.5% Windermere Pale from Hawkshead Brewery in the Lakes. “Beer’s still a passion for me - and for most of the people I work with it’s exactly the same.”

And he’s excited about moving MTT to the next level: “There’s a real chance to put a stamp on the north. There’s a big challenge here. It’s one I’m really up for.”



MD David Grant (left) with Marshall Burke Moorhouse's new sales manager.



Moorhouse's on the Road to the Future

Moorhouse's Brewery

Moorhouse's commitment to quality has been endorsed with a prestigious industry accolade. The North West's newest regional brewery passed the top Cask Marque Distributor Charter Award benchmark with flying colours.

The brewing and pub industry's quality watchdog awarded the Lancashire brewer 100 per cent in its first bi-annual inspection. This rigorously tested storage and distribution systems for the new £4m-plus cask ale brewery.

One of only a handful of brewers in the country to gain the status, it underscores an ambitious growth strategy with customer service at its heart. A high-tech temperature controlled warehouse which can store 8,000 chilled nine gallon casks, has played a pivotal role in fast growing sales. And to streamline deliveries the brewery last year invested in a new 21 tonne dray wagon capable of carrying a payload of 270 firkins.

Annabel Smith, national account manager at *Cask Marque*, praised the Burnley brewer's achievement: "Moorhouse's is a shining example to the industry as how to do things properly where beer quality is concerned. Having undertaken heavy investment in the brewery the logistics part of the business has not been forgotten. This is reflected in the high pass mark on the first of our bi-annual inspections."

The new brewery trebled former production capacity and allowed development of special and seasonal brews in a variety of styles - including the four hop variety *Moorhouse's IPA* and blonde *White Witch* with noble German Tettnang hops - alongside the core *Pendle Witches* brews portfolio; **Premier Bitter** (3.7%), **Blond Witch** (4.5%), **Black Cat** (3.4%) - former *Camra Supreme Champion Beer of Britain - Pride of Pendle* (4.1%) - former *Champion Cask Ale Trophy Brewing Industry International Awards* - and **Pendle Witches Brew** (5.1%).

"Moorhouse's has won more awards than any comparable brewer. And each year the new brewery means record October sales are enjoyed as Moorhouse's proudly lays claim to the title of THE Halloween brewer"

Today Moorhouse's has won more awards than any comparable brewer. And each year the new brewery means record October sales are enjoyed as Moorhouse's proudly lays claim to the title of THE Halloween brewer with a seasonal grist brew and wide range of creatively branded blended ales.

5M Pints Milestone

As new business was won with leading pub companies and national wholesalers, 2013 saw the brewery pass the five-million-pints-a-year milestone for its three-year-old complex while turnover hit £4.5m for the year to September 2012 with sales growing by 18 per cent, despite the ailing economy.



The Moorhouse's brewing and distribution team with the new draywagon.

The next step is to produce 600 brewer's barrels-a-week and achieve a £7m turnover on the way to reaching the new brewery's full production capacity of some 1000 barrels-a-week.

“As the North West's largest dedicated cask ale brewer, sustainability is now essential to our future and our investments in people and supplier partnerships are crucial.”

To achieve this key appointments have strengthened the management team. Mark Boardman is now national accounts controller while Marshall Burke has joined as sales manager. With some 40 years' combined experience in the brewing and drinks industry, both Mark and Marshall were formerly in senior sales posts with regional brewer Daniel Thwaites of Blackburn.

Mark is now playing a key role in growing business across the UK, especially in the south of England. Marshall heads up the sales development team, which actively supports trade customers with regular face-to-face contact and industry updates.

Meanwhile investment in sustainability has seen a working partnership developed with northern barley farmers for the supply of high quality malt through Muntons. The first consignment was received late last year.

Beers Welcomed

Managing director David Grant is confident that these initiatives will meet the major challenges ahead. But in a message to the industry has also warned of the danger of competing on price rather than quality and innovation.

“As the North West's largest dedicated cask ale brewer, sustainability is now essential to our future and our investments in people and supplier partnerships are crucial.

“With the new brewery we have successfully built on our award winning core beers to introduce a great seasonal selection.”

“With the new brewery we have successfully built on our award winning core beers to introduce a great seasonal selection. Publicans can ring the changes with just one order, confident that our ales will boost their business. Now we must grow business further with both national UK pub companies, wholesalers and with individual licensees in the free trade.

“The cask ale industry is the only growing sector of British brewing as consumers turn to beers with provenance. However, life is getting even tougher. Pubs have closed at an astonishing rate and more micro brewers enter the market each week.

“It is a very challenging market, but offering cheap beer is not the answer. I believe some micro brewers use the tax advantage of Progressive Beer Duty to sell beer at rock bottom price. This approach is disastrous for the longer term for the industry - it will lead to poor quality and is totally unsustainable.

“The way forward is to invest in quality, service and innovation. As we move towards the status of a major regional independent player, these are paramount tenets for Moorhouse's.”



Mark Boardman (left) is welcomed to Moorhouse's by MD David Grant.



3 Cheers for Sparkling Beers

North West Brewing

The North West of England positively bristles with breweries. There are over 130 of them, from the largest to the smallest and all sizes in between; beer writer Peter Alexander picks out a few that your customers are sure to enjoy

From leafy Cheshire, through the bustling cities of Manchester and Liverpool, out through industrial Lancashire, to the picturesque Lake District and right to the Scottish border, you are never far from the enticing, sweet, malty smell of brewing beer.

Crafted in Blackburn, Bewitched in Burnley

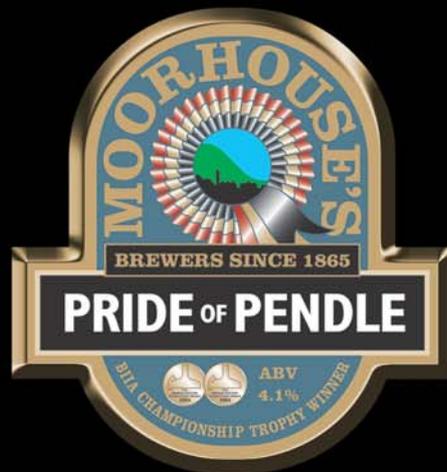
In Blackburn Daniel Thwaites has been around since 1807. Until a few years ago it concentrated mainly on smooth beers, but is back in the cask game with a bang. The award winning Original Bitter is still gracing bars, but its core range now includes a more recently developed beer, Wainwright, named after the famous Lake District fell walker and author. This pale beauty has become its biggest selling beer. Try one and you'll see why. Dark beer isn't forgotten either. Nutty Black, a mild, yes a mild, sells well and has a surprisingly broad (and tasty) appeal.

Many beer drinkers are becoming more adventurous nowadays. Thwaites has responded to the demand for variety by building an impressive brewery within a brewery, to produce a range of beers that are intentionally different. Lee Williams, Thwaites' Marketing Manager, told me that the company is delighted by the quality of the new beers. "Our brewers have surpassed themselves" he said. "Our Crafty Dan Brewery, being much smaller, allows them to use their imagination to experiment and demonstrate their brewing skills. We've brewed beer with cherries, with American, Australian and New Zealand hops, with pineapple and wheat and of course Christmas spices. We really have something for everyone now and customer feedback has been hugely encouraging."

"Family brewers, micro brewers, new and completely renovated breweries; the North West has them all. There has been huge investment in brewing in the region, not only in capital but also in love"

Not a million miles away in Burnley, Moorhouse's, which was founded in 1865, also has a spanking new brewery, this one built at a cost of over £4 million and capable of producing 40,000 barrels a year. The brewery plays on its proximity to Pendle Hill,

The Famous Five



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infamous for its witch trials of 1612 and its beers include Pendle Witches Brew and Black Cat, an award winning ebony coloured beer. No Halloween bar is complete without them, but they are great at any time.

“The sparkler divides North and South, but I can’t think of any North West brewer that doesn’t want one dispensing their beer. The beers are brewed to be served that way and with a creamy head, look and taste fabulous”

Thwaites Wainwright (4.1%): A pale golden, easy drinking, bittersweet beer with rich tea biscuit malt, sweetness throughout and some balancing hoppy bitterness to finish.

Thwaites Nutty Black (3.3%): Dark, almost black, with glinting ruby highlights, a moreish caramel malt taste and a balancing touch of bitterness to round it off.

Thwaites 13 Guns (5.5%): Big booming American hops smack you around the chops. Full and intense grapefruit is the immediate taste. This is a beer for the hop fiend.

Moorhouse’s Black Cat (3.4%): Dark as Satan’s waistcoat and with, deep, luscious, chocolate and roast flavours leading to a slightly bitter finish. I can never resist it on the bar. Nor will your customers.



Brewing Beer with Personality

In Stockport, Frederic Robinson, founded in 1838 has stood the test of time, but is unafraid to do something just that little bit different.

The old brewery has been rebuilt from inside out at a cost of over £3 million, morphing into an impressive stainless steel cathedral. Much recent success has come from its collaboration brews. First up was the intriguingly named “Build a Rocket Boys” with local legends, the alternative rock band, Elbow. Following that, the brewery has teamed up with one of the biggest heavy metal groups in the world, Iron Maiden, to produce “Trooper,” designed by vocalist Bruce Dickinson. Bruce is a real ale enthusiast who is so keen on the beer and brewery Robinson’s claim that he could successfully apply to be a brewery tour guide, such is his inside knowledge. Drinkers are keen too. With over a million pints being sold since its August launch, it has found a new and appreciative audience.

“The old brewery has been rebuilt from inside out at a cost of over £3 million, morphing into an impressive stainless steel cathedral”

Trooper (4.8%): If the iconic branding using Iron Maiden’s logo doesn’t drag them in, the taste will. Creamy malt fills the mouth and hints of lemon lead to a spicy hoppy finish. You don’t need to be a heavy metal fan to rock to this beer’s tune.

TROOPER

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ROBINSONS
CHESHIRE FAMILY BREWERS



Mad For It in Manchester

JW Lees is family owned and run. Founded in Middleton in 1828, the brewery, brick built and solid gives an impression of tradition and permanence, but it isn't resting on its laurels.

Lees Bitter, its flagship beer, is smooth and malty and a former Champion Mild of Britain, Brewer's Dark, still finds favour among those in the know. Times change though and in a bold bid to fill a gap left by the demise of cask Boddingtons, the brewery has recently launched Manchester Pale Ale (MPA), a creamy golden ale with distinctive Manchester branding - think Oasis, Happy Mondays, parkas and an unmistakable air of confidence and swagger. It has been a runaway success with over 300,000 pints sold since its launch in July.

"Founded in Middleton in 1828, the brewery, brick built and solid gives an impression of tradition and permanence but it isn't resting on its laurels"

Lees also has an eye on beer as a match for food. The Governor, designed jointly with uber chef and restaurateur Marco Pierre White, has a tempting malty nose with some citrus and a balancing bitterness. "Brewed for Food" says Marco who lends both his face and name to the beer.

Manchester Pale Ale (3.7%): *Burnished gold in colour, with floral aromas, lemon zest and a full mouthfeel, MPA is a satisfying beer with a very refreshing finish. It is served through a sparkler to produce a proper, creamy, Manchester head. You'd find it hard to stop at one.*

The Governor (3.8%): *Amber with a zesty floral aroma and refreshing dry taste. Marco Pierre White says "Beer is a much better and tastier accompaniment to traditional British dishes than wine. The Governor's ingredients support all the flavours when served up with shepherd's pie, game pie, or some good old fish and chips." Well, he should know! A stunningly labelled bottled version is also available and looks great on the table.*

Pure Beer the Manx Way

The Isle of Man is unusual in lots of ways, from its tailless cat to its striking three legged triskelion symbol. Beer is brewed there too. Good beer. The same triskelion adorns every Okell's pump clip, which also draws attention to another unique Manx selling point, the ancient beer purity law that allows the use of only malt, water, yeast, hops and sugar in beer brewed on the island. Okell's beers are now available throughout the trade in the UK mainland.

Head Brewer Dr Mike Cowbourne is responsible for producing a diverse and interesting range of beers. His latest baby is Manx Pale Ale, a beautiful, golden, drinkable, hop forward beer of a modest

3.6%. The beer was originally destined to be a seasonal beer, but such was its enthusiastic reception that it was decided to keep it on as a permanent part of the range.

Manx Pale Ale (3.6%): *The malt is all Maris Otter, the king of malts. Bittering comes from Goldings and Galaxy hops and the intensely aromatic aroma from Citra hops. The beer drinks well above its strength and is finished by dry hopping in the cask with more Galaxy and Amarillo. Amazingly refreshing and different at a strength that means you can have a few. It's gorgeous.*

Always Look on the Brightside

Small and new (founded in 2011) it may be, but this micro brewery has hit the ground running. Originally craft bakers, they have sold the bakery to expand and now produce liquid bread instead.

Family owned with a father/son/daughter partnership, the team is already winning major gongs. Amarillo, an American IPA, was crowned North West Society of Independent Brewers (SIBA) overall champion 2013. The brewery has more than doubled in size since opening and offers many of its beers as Real Ale in a Bottle (RAIB).

Amarillo (5%): *An award winning American style IPA with a blend of five carefully chosen malts softening this amber beauty. If you like hops without intense bitterness, this is the beer for you. Lush throughout to a slightly dry finish.*

Family brewers, micro brewers, new and completely renovated breweries; the North West has them all. There has been huge investment in brewing in the region, not only in capital but also in love.

The North West is perhaps typified by its early adoption of golden ales and in well conditioned beers with that elusive quality - drinkability. The sparkler divides North and South, but I can't think of any North West brewer that doesn't want one dispensing their beer. The beers are brewed to be served that way and with a creamy head, look and taste fabulous.

At Okells, Mike Cowbourne is a big fan of sparkled beer. "My beers taste completely different without a sparkler" he says "and I hate beers without a head. A sparkler makes for a smoother pint."

Over a glass or two in the brewery hospitality suite, Lees Head Brewer Michael Lees-Jones agrees. He told me that serving the beer the proper Northern way, through a sparkler, is important to Lees.

"At JW Lees we believe that a beer should not only taste good, but look good. A beer should be served with a tight creamy head which laces all the way down the glass. It looks fantastic. If a beer both looks and tastes good then more of it will be drunk."

I couldn't have put it better myself.

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To find out more about Pure Perfection, visit www.okells.co.uk



Go for Gold - and Chestnut



Thwaites Brewery

Thwaites Wainwright is a breath of fresh ale

Thwaites Wainwright was first brewed just 7 years ago but already the 'exquisitely lovely' beer has reached national treasure status. The lightly hopped, 4.1% ABV golden ale entered the UK's list of top 20 best-selling cask ales for the first time in 2013, experienced sales growth of over 20 per cent and at the time of writing is one of only two cask ales in the Top 20 to be in growth.

Wainwright ends the year leading the golden cask ale category and has been one of the beers in this category that has driven volume and value growth for cask ale in general over the last 12 months.

Thwaites has invested over £2million in the Wainwright brand over that time and it shows – now available on draft, bottle, 5 litre keg and premium cans, the brew has over 8,000 fans on Facebook, a host of new younger drinkers and a shiny new App which provides consumers with maps of rural and urban walks, highlighting pubs along the way that stock their favourite golden ale.

To discover what a Breath of Fresh Ale can do for your business, call 0845 6018 228 or visit www.wainwrightgoldenale.co.uk

Thwaites give a dam with Lancaster Bomber

The multi-award winning, full-bodied chestnut coloured ale has one mission – to remember and honour the bravery of those men and women who have sacrificed their lives for the freedom of others.

2013 was a busy year for Lancaster Bomber, in which the brand grew 24%. To mark the 70th anniversary of the Dambusters raid, Thwaites launched its 'Give A Dam' campaign by donating five pence from every pint sold to Leonard Cheshire Disability, the RAF's chosen charity. The partnership, with a fundraising target of £50,000, provided pubs with a suite of bespoke POS material including Show You Give a Dam and Raise A Glass posters, pump clips and drip mats.

Further high profile activity has seen Lancaster Bomber sponsor a category at The Sun's Military Awards and Thwaites intend to build on the Give a Dam platform for 2014 with even further brand investment.

Available on draft and in bottles, Lancaster Bomber celebrates the very best of British and enjoys respectful interaction with its 6,000+ Facebook fans.

To discover more about Lancaster Bomber, call 0845 6018 228 or visit www.thwaites.co.uk

WHAT would you like with your meal, **SIR?**
RED, WHITE or **GOLDEN?**



Thwaites Wainwright, the award-winning golden ale.
Its distinctive hoppy aroma and citrusy flavour complement delicate
and fragrant dishes perfectly. Fish, for example. Or Thai green curry.

For a refreshing change from wine, serve "Wain".

A breath of fresh ale



For a breath of fresh ale, call 0845 6018 228 or visit www.wainwrightgoldenale.co.uk



No Place like Baum

CaskMaster

Toad Lane, Rochdale's Conservation area, is a modest one containing just two adjoining buildings. But they are far from ordinary. One is the Pioneer's Museum, where the Rochdale Pioneers Society opened their first store, giving birth to the modern co-operative movement. The other is The Baum - rhymes with "home" - an award winning, free of tie pub that was, until 30 years ago, a hardware store. In April this year it was crowned as the CAMRA's National Pub of the Year. The owner, jointly with his wife Heidi, is the very amiable Simon Crompton.

Simon became manager of the Baum in 1994 after working behind the bar for a year. This convinced him to buy the business if he could. Simon recalls "It was doing all right, but Heidi and I knew that if we owned it, we could do even better". When the opportunity to buy came along in 2005, they grabbed it with both hands and since then have never looked back.

A Warm Welcome

The Baum has a relaxed and welcoming atmosphere, typified by Simon himself who is invariably seen in his trademark cargo shorts and checked shirt. Its big open windows, "L" shaped bar, bare boards, old advertisements and several discrete eating and drinking

areas, have an immediate appeal. There is a conservatory at the rear and an extensive beer garden behind. Low (yes low) background music encourages conversation.

"The pub business is all about repeat business and we do everything we can to make people want to return A night out now is often a treat, so we need to make the customer feel special"

Beer's the Star

The bar is clearly the centre of attention with its eight polished brass handpumps leaving you in no doubt that this, while offering hearty food, is first and foremost, a pub. Seven constantly changing cask beers from all over the UK and a real cider are offered. The Baum is a founder member of a CAMRA scheme promoting locally brewed beers and there's always at least one on the bar. The drinks selection is rounded off by a "craft keg" tap, well chosen continental and American bottled beers and an interesting range of wines by the glass and bottle. To ensure customers are happy with their choice and to encourage them to be more adventurous, tasters of all draught products are freely offered. Staff sample and know the beers and are trained in how to look after them at the bar and in the cellar. CAMRA members are given a 40p a pint discount, Sunday to Thursday. "It works for us" says Simon. "Serving sub standard beer is a business killer - cask ale drinkers value the quality of their pint above everything."



Food's Supporting Role

But food is not forgotten in this beery mecca. There is a thriving lunchtime trade and an interesting tapas menu and daily specials are available through to evening when beer once again takes centre stage. Much is sourced locally, with vegetables from Rochdale Market, meats and rag puddings from a local butcher and ice cream from a nearby farm. Even the crisps are from Lancashire.

Award Winning Formula

“Serving sub standard beer is a business killer - cask ale drinkers value the quality of their pint above everything.”

The formula works as is evidenced by a buzzing atmosphere and a plethora of awards on frames on the walls. In pride of place is CAMRA's National Pub of the Year award. “After winning many local and regional gongs, it really was the icing on the cake” says Simon. “In the pub trade this is the biggie. We get visitors from far and wide because of it”. It's fantastic for business too with turnover up around 25%.

Hands On Approach

Simon and Heidi both still work in the pub (and run another pub too) and it is a “hands on” approach that Simon feels makes a difference. “One of us is almost always here” he says, “which both customers and staff like. We set the standards and ensure that customer service and ambience is just right. The pub business is all about repeat business” adds Simon “and we do everything we

can to make people want to return. A night out now is often a treat, so we need to make the customer feel special. We take that very seriously. Fresh, good value food and real ale kept in tip top condition in a safe and convivial environment is the core of what we do. People like that.”

Attention to Detail

Simon is modest about his award and about running a champion pub, but he knows and values his customers and his community, pays scrupulous attention to detail and service, offers quality food and beer at fair prices in a pub you really want to return to. Above all he is a sharp businessman with a strong hand on the tiller and an eye on potential and opportunity. Everything is constantly reviewed. “A good stock-taker is worth every penny.” He says. “You can't stand still in the pub business.”

“To ensure customers are happy with their choice and to encourage them to be more adventurous, tasters of all draught products are freely offered”

A Beer Pioneer

When the Baum's neighbour, the Co-operative Store was opened by the Rochdale Pioneers back in 1844, it aimed to sell “pure food at fair prices and honest weights and measures.” These enduring values, carefully updated, still apply next door, where Simon and Heidi combine fair prices with a pioneering approach to serving great beer.

Peter Alexander



Keeping A Head

JW LEES

You can take the beer out of Manchester but you can't take Manchester out of the beer.

Manchester brewer JW Lees has been brewing beer and running pubs for the better part of two centuries. But although its roots may run deep in the past, it has an eye fixed on the future and its finger firmly on the pulse of the present.

Heart of Cask

Cask is at the heart of JW Lees' business - and it's beating pretty fast at the moment with the amount of innovation the company is pumping into its range. Boasting a range of exciting ales, there are more in the pipeline for 2014.

JW Lees' newest cask ale and the big launch of 2013 is its zesty, refreshing pale ale, full of flavour and Manc attitude - Manchester Pale Ale (MPA). It's even got its own dance, and if you want to throw some moves of your own, check out #MancDance on YouTube.

But MPA is about more than exuding swagger, it's about spreading a message: cask ale is best enjoyed served through a sparkler to give it a tight creamy head, the Manc way.

The Best Bitters

JW Lees Bitter is the company's most popular and famous beer. It is an all-malt brew made with Goldings hops that sets the standard for all other ales. First brewed in 1828, JW Lees Bitter has stood the test of time and - like all good things - it has improved with age. The JW Lees yeast is now 4,500 generations old, the yeast gives the beer a unique flavour that is unequalled.



The robust beer John Willie's - named after Mr JW Lees himself - is the company's original premium-strength bitter. And what a pint it is, smooth with a nutty finish. Made using Northdown and Goldings hops, it is a well-balanced, full-bodied beer.

Dark and Handsome

JW Lees' six permanent cask ales include the award winning Brewers Dark, a smooth, dark Mild with enticingly sweet undertones of liquorice and chocolate, and a full malty aftertaste and the magnificent Moonraker (6.5%), a reddish brown beer with a strong, fruity aroma and a rich, sweet flavour. And last, but definitely not least, is The Governor, a collaboration brew between Marco Pierre White and our Head Brewer Michael Lees-Jones.

Seasons to be Cheerful

JW Lees recognises the importance of giving customers variety as a way of driving ale sales. For 2014 it has created its strongest seasonal ale offer to date with five tasty ales - four newly-crafted beers and an old favourite. In 2013 JW Lees' seasonal ale volumes were 106% up on the previous year, showing how important imaginative and different seasonal ales are alongside core permanent ales.

Beyond the Ale

Don't forget that, when you get in touch, you can ask for more than cask. JW Lees is the one-stop shop for beers, wines and spirits. The cask, lager and smooth beer the company brews is just the front end of its range. There is plenty more to discover.

www.jwlees.co.uk 0161 6432487

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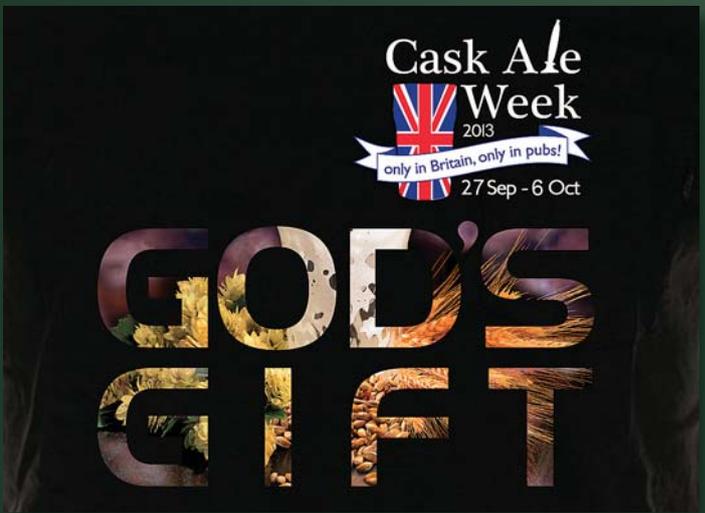
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drinkaware.co.uk for the facts



A Good Time was had by Ale

CASK ALE WEEK

It's never too early to be thinking about activity for the next Cask Ale Week, and Ted Bruning looks at some of the most successful ways in which the trade embraced this unique, nationwide event in 2013

Two of the most positive trends in the draught beer market set the agenda for brewery and pub company promotions during 2013's Cask Ale Week. Against an appalling economic background, cask ale has been holding up well.

According to the 2013-14 Cask Report volume sales slipped by 1.1% in 2012 compared to an overall decline in the beer market of 7.9%; but at the same time value actually increased by 3%. Pubs with a good cask offering proved among the least vulnerable to closure, while cask's reach was improving among two key groups, younger drinkers and women.

And with surveys showing that innovation, distinctive flavours, and choice and variety are the cask ale market's key drivers, the theme for the whole Cask Ale Week promotion was The Great British Taste Challenge.

Festival Fever

The Cask Report estimates that a third of real ale pubs now hold one or more beer festivals a year. They're a tried and tested way of

attracting consumers who might not normally drink cask beer, and who might not even make much use of their local pubs. So beer festivals were a key front-line weapon in Cask Ale Week 2013.

Driving home the "choice and variety" message, Hall & Woodhouse hosted a festival at its brewery in Blandford where not only the drinking public but also rival brewers were welcome.

As well as the Badger range – including bottled brands rarely available on draught – Dorset folk could sample beers from Piddle Brewery, Palmers, Sixpenny, Otter, Small Paul, Corfe Castle, Dorset Brewery, Isle of Purbeck, Keystone, Sunny Republic and Timothy Taylor. Head brewer Toby Easman said: "Joining forces with so many other brewers meant an exciting day out for local beer lovers."

"A highlight of each event was a 'creating the perfect pint' session where customers could learn about the how ale is crafted and which processes are used to make it taste so good"

St Austell was another brewer to host a big collaborative festival, working with the Eden Project to lay on a whole week of events that starred hop growers and beer writers as well as brewers. And in London, Renaissance Pubs launched the inaugural Avalon Cask Ale Festival at the Avalon in Clapham, in tandem with Battersea's Sambrook's Brewery.



Feeding Frenzy

Attracting foodies was another signature of Cask Ale Week. Adnams hosted a luxurious three-course meal with a brewery tour thrown in; Black Sheep offered a three-course meal at its Visitor Centre with the first two courses accompanied by special edition ales, followed by Riggwelter with Riggwelter chocolate cake and Riggwelter ice cream (for Riggwelter fans, this one); Fuller's held a beer and cheese matching evening at the parcel Yard, King's Cross; Hyde's laid on a cask ale and chocolate evening at the Coach & Four, Wilmslow, tutored by beer sommelier Annabel Smith and local chocolatier Oliver Dunn; Shepherd Neame held both a six-course Harvest Beer & Food Matching dinner and an ale sampling supper; and Woodforde's beer sommelier Bruce Ash also found himself facing six courses at a food and beer matching dinner at its tap, the Fur & Feathers at Woodbastwick.

“Cask Ale Week is also, of course, that time of year when usually shy and retiring brewers are allowed to meet the general public, and CAW2013 was no exception”

Meet the Brewers

Cask Ale Week is also, of course, that time of year when usually shy and retiring brewers are allowed to meet the general public, and CAW2013 was no exception. Members of the Black Sheep brewing team hosted tutored tastings after brewery tours; at Butcombe the tours were conducted by brewing staff; at JW Lees Michael Lees-Jones held tutored tastings on YouTube, and Marston's really pushed the boat out with brewers from all five breweries in the group giving talks and tutored tastings in Meet The Brewer nights at its managed pubs across the country.

A highlight of each event was a 'creating the perfect pint' session where customers could learn about the how ale is crafted and which processes are used to make it taste so good. The brewing team from Marston's discussed the importance of quality and how perfect ale is served, while also touching on how certain foods can really complement ales.

Simon Yates, assistant head brewer for Banks's Brewery conducted a 'meet the brewer' tasting session at The Apple Tree, Bilston, said: "These sessions were crucial for us and can only help to boost what is already a growing category. We gave customers an opportunity to find their favourite beer through sampling of course, whilst educating them on the broad spectrum of beers on offer so that they will now feel confident when ordering cask ale at the bar."

Sampling

'Try before you Buy' is seen as the key to encouraging people to give cask ale a go, and this was used widely throughout Cask Ale Week. The kind of taster trays popular in America, with their tiny sample glasses, are illegal over here.

That didn't stop Enterprise Inns from distributing 2,000 sampling kits including tasting paddles with perfectly legal -pint glasses – 200 of them supplied by Moorhouse's – cask ale menus, and "try before you buy" POS.

With cask ale seen as a significant traffic builder, some brewers also offered beery inducements to any of their regulars who brought their friends to the pub with them. Robinson's offered a free pint; Wadworth offered a free tasting paddle adding up to a pint; and, not to be outdone, Everards offered two pints of Tiger.

The theme for the week was The Great Big Taste Challenge, and thanks to all the participants, it seems that the British public rose to that challenge with relish.



Greene King, Crafting

Greene King

Investing in innovation - heritage brewer Greene King looks to the future with new brew house

We've always been very proud of our brewing heritage here at Greene King. Crafting award-winning beers has taught us many things over the last 200 years – not least the importance of looking forward.

That's why this year we have further underlined our commitment to the industry by opening a brand new £750,000 innovation brewhouse at our home in the Suffolk market town of Bury St Edmunds.

Specialising in smaller batches, the St Edmund Brewhouse will allow us to showcase our brewing expertise while experimenting with a range of new ingredients, yeasts, styles and flavours. And these will be available across all formats; bottle, cask and keg.

Market data suggests the timing of our new venture is perfect, with the nation's thirst for great quality cask ale continuing to grow at a steady pace. Volume and market share are up and publicans seem ever-more keen to capitalise on the clear financial rewards a good beer offer can bring, and the fact that one in five cask ale drinkers enjoyed their first taste of cask within the last four years¹ should be music to the ears of savvy brewers and publicans across the land.

Not only does it allude to the success of initiatives like our very own 'Greene King IPA Crafted for the Moment' campaign in promoting a more contemporary image for cask ale and attracting new drinkers, it also suggests they are coming back for more.

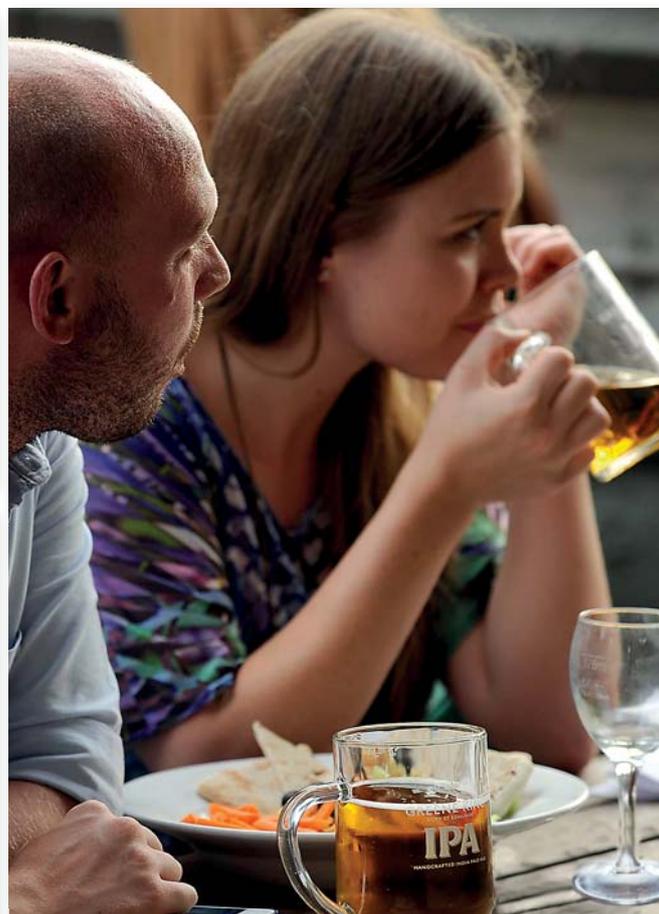
"The new facility will allow us to showcase our brewing expertise while experimenting with a range of new ingredients, yeasts, styles and flavours"

With recent statistics showing that 20% of all cask drinkers are under 35¹ and licensees increasingly buying in to the perception that the audience for cask is widening to include more younger drinkers and women, it is vital that brewers do all they can to harness this renewed enthusiasm for ale.

Quality will always be key when it comes to retaining customers and the industry must continue to do all it can to make sure every pint reaches the pub goer in perfect condition.

But more than ever before it is also the huge increase in choice that appears to be attracting curious consumers to the resurgent cask category.

This is where trusted, recognised brands such as Greene King and



Award Winning Beers

Belhaven can do so much for the future of ale. As more and more craft beers come on to the market, consumers will inevitably look for the signposts to quality that established, bigger brands can give.

“Quality will always be key when it comes to retaining customers and the industry must continue to do all it can to make sure every pint reaches the pub goer in perfect condition”

Core Greene King brands continue to perform well in the marketplace. Greene King IPA is the fastest selling cask ale in the UK². “Old Speckled Hen” continues to be the ale brand consumers most want to see on the shelf and on the bar and has the highest brand awareness and loyalty of all premium ale brands³. Abbot Ale is the No. 1 premium cask ale brand in the On-trade in volumes and value². Belhaven Best remains No.1 Draught ale in Scotland, with market share of 30%⁴. And finally we see “Old Golden Hen” as one to watch for the future.

That’s why we’ll be doing all we can to harness the skill, flair and creativity of the Greene King brewing team when we start developing a new range of beers from the new brewhouse next month.

Innovative brews are already in the pipeline and some will be available from the opening of the St Edmund Brewhouse. One of these new beers is Double Hop Monster IPA – a 7.2% ABV speciality beer, bursting with aromatic hop character and a refreshingly bitter finish.

Greene King may have been around for more than 200 years, but it’s our clear commitment to looking forward and promoting the cask category that will sustain us and help the industry grow in the future.

“As more and more craft beers come on to the market, consumers will inevitably look for the signposts to quality that established, bigger brands can give”

We are determined to widen the appeal of cask to a new generation of drinkers and think our new St Edmund Brewhouse is the perfect platform from which to do it.

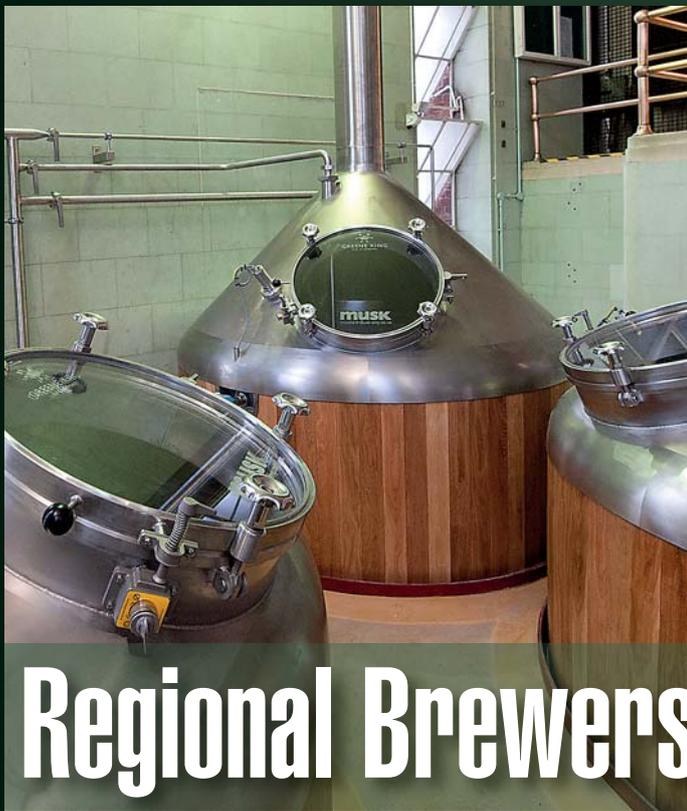
Watch this space...

¹ Cask Report 2013-14 / TGI Survey 2012-2013, BMRB

² CGA Brand Index MAT to 07/09/2013, brands over 5% distribution

³ Cardinal Brand Tracker May 2013

⁴ CGA Brand Index MAT to 07/09/2013.



Regional Brewers Get Crafty

Brewing Innovation

Staid? Conservative? Traditional? Are these words still valid descriptions for some of the country's regional and family brewers asks Tim Hampson

Greene King Brewing & Brands managing director Chris Houlton shuns such descriptors. He would prefer his company to be described as having flair, creativity and credence.

Houlton is in the process of overseeing the installation of a new brew house which will allow the 200 year old Suffolk brewer to play with a range of new ingredients, yeasts, styles and flavours to enable greater exploration into more craft beer styles.

While the UK's established brewers often have a narrative of more than 100 years, not to mention several generations of experience and investment, the long tail of the brewing industry's dog, made up of hundreds of new, small micro-breweries, brimming with ideas and rejecting tradition and convention, has made companies like Greene King rethink their philosophy on what they brew.

Innovation

Houlton says his new St Edmund's Brewhouse will give the brewing team the opportunity to demonstrate further their flair, creativity and brewing credentials.

Houlton said: "This is an incredibly exciting time for the business. The new brewery is a perfect opportunity for us to experiment and to showcase our brewing expertise."

Houlton is following a path that many of the country's other larger brewers have already gone down - the installation of a "craft" brew house.

"We are listening to our customers and investing in innovation. It is also a real chance to put into practice some of the ideas we have had before but until now have not been able to turn into reality. It is the start of an exciting new chapter for our business," said Houlton.

"This is an incredibly exciting time for the business. The new brewery is a perfect opportunity for us to experiment and to showcase our brewing expertise."

The move means that British tradition has become married to new world pizzazz and Pacific rim flavours - and drinkers can expect that the new brew house's mash tun and fermenter will be filled with exotic flavoursome ingredients such as Imperial acidulated malts, Chinook and Simcoe hops, jaggery sugar, cardamom and coriander. The only limit to the list is the imagination of the brewer.

Extended Families

Adnams, St Austell, Thwaites, Brains, Brains, Black Sheep and Shepherd Neame are other examples of brewers who have gone crafty in recent years - and pubs can expect to be offered an ever increasing number of one off special brews drawing on brewing traditions from all around the world.

Adnams first introduced its craft beer range, Jack Brand, in April 2013. First came Innovation which was closely followed by Clump Sagin and Rye IPA.

Brewer Fergus Fitzgerald says the beers combine traditional brewing methods with modern hop flavours.

He says the hops in Innovation are the stars of the show. "We used Boadicea, Columbus and Styrian Goldings hops to create punchy



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grapefruit flavours and aromas of tropical fruits. These are backed up by wheat and pale ale malted barley which adds spicy, biscuit flavours and a slight touch of sweetness.”

St Austell

St Austell’s brewer Roger Ryman has been using a small pilot brewery for more than a decade, a strategy that has proved to be highly successful.

The first pilot brew, called Eclipse, was a blinding success, and after a name change to Tribute it quickly became the company’s bestselling ale.

Ryman says the Tribute experience exemplifies the value of the microbrewery. Indeed, all of the company’s new generation of cask and bottled beers - Proper Job, Admiral’s Ale, Clouded Yellow and Trelawny - started out life in it.

Ryman said: “The low risk of small scale production also allows us to be more adventurous, which when coupled with the brewery’s annual Celtic Beer Festival (held on the last Saturday in November) allows us the perfect vehicle to experiment with the wild and the unusual.

“Up to 20 new recipes are produced each year for the festival, using unusual ingredients such as honey, chocolate, grains of paradise, orange peel and coffee. Some of these are just for fun, but others go on to become commercial products.”

Crafty Dan

Up in Blackburn, Lancashire Thwaites brewing director Ian Bearpark has no trouble filling any holes in his brewing schedule on his new pilot brew house, Crafty Dan.

“Crafty Dan gives us a bit more freedom and licence to show off our brewing credentials, marrying together the brewing knowhow with a facility to experiment and brew some unique beers”

The new brewery means that Thwaites can now offer more styles & strengths of beer than at any other time in its 205 year old history.

“Crafty Dan gives us a bit more freedom and licence to show off our brewing credentials, marrying together the brewing knowhow within the Thwaites team with a facility to experiment and brew some unique beers,” said Bearpark.

He said the craft brewery allows his team to create up to three new beers a week, trialling new, experimental flavours, and creating one off brews to mark special events.

Bearpark said: “Crafty Dan will enable us to develop novel, exciting, short run beers - as few as 10 to 20 barrels.”

The strategy has already paid off, with several of the beers gaining critical and popular acclaim: the eponymous Crafty Dan came second in Sainsbury’s Great British Beer Hunt, while 13 Guns, a hoppy American IPA was featured in Adrian Tierney Jones’ 1001 Beers You Must Try Before You Die.

Brains

Brains craft brewery in Cardiff is now in its second year of operation. During the first year 35 different beers were brewed including 12 collaboration brews with 12 journalists, who each helped develop their own take on an IPA.

Brains head brewer Bill Dobson said: “We had American-style, traditional British, fruity West Coast style and dark IPAs.”

The craft brewery has proved so successful, that started its second year with additional fermentation vessels and cold storage tanks.

In 2013 the brewer launched its 12 beer Continental Beer Challenge, again each brewed in collaboration with a different journalist.

“We’ve already brewed a Belgian dubbel, a schwarzbier, a Marz and a saison. It’s looking like our second year is shaping up to be even better than our first,” said Dobson.

Black Sheep’s Little Lamb

The Black Sheep brewery in North Yorkshire has had a lamb and installed its own microbrewery to increase the potential for testing and producing new brews.

Black Sheep’s sales and marketing director Jo Theakston promises that the new five barrel brewery will be anything but silent.

Thought to be the world’s smallest five barrel Yorkshire Square fermenter, it enables the company to simply scale up the process to put a test brew into full production.

He said the brewery will now be experimenting with a variety of new hops and styles.

“It creates a massive opportunity for us and we will be using it initially to develop some new beers for next year, so watch this space,” said Theakston.

The first beer out of the lamb’s square was a 4.8 per cent ABV Yorkshire version of a Belgian white ale which is flavoured with Cascade hops, orange and coriander.

Shepherd Neame

In Kent, Shepherd Neame brewer Richard Frost is using his pilot plant to look at the attributes of hops. He says there are an increasing number of hops that cannot be defined as either alpha or aroma, as they contribute much more than bitterness or aroma to beer.

He says flavour hops, as they are known, are becoming more and more popular, driven by a growing demand for new, different tastes in beer, and a pilot brewery is the perfect place for some taste experimentation.

Frost aptly sums up what is going on in the brave new world of the regional brewer and it’s all about diversity. “The market is increasingly fragmented and brewers need to be able to move with the times, whether that’s bottled for the off-trade, what is being termed craft beer or cask ale. There are opportunities in each market for high quality products,” he said.

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“A challenging but drinkable, intensely hoppy US IPA with malty flavours mixed into the flavour profile in the classic way in which many British brewers aspire to. To achieve this target, Thwaites mixed pale, crystal, Munich, caramalt and rye malts in the mash tun and then hopped the boiling wort with US hop varieties Centennial, Citra Amarillo and Apollo. After fermentation the beer was also dry hopped with a small amount of the New Zealand Kohatu hop, which is full of floral characteristics, pine needles and tropical fruit flavours. The result is a great success.”

From **1001 Beers You Must Try Before You Die**, edited by **Adrian Tierney-Jones**



 /CraftyDanMicro

www.thwaites.co.uk



Black Sheep - now with Lamb

Black Sheep Brewery 2013 has seen Black Sheep Brewery launch its very own micro brewery to increase the potential for testing and producing new brews, as well as delivering exciting one-off specialist brews.

The move is part of Black Sheep's continued focus on the on trade market, which thrives upon a strong mix of permanent cask favourites, including the brewery's original Best Bitter, and seasonal brews.

An exciting calendar of seasonal ales is in development for 2014. These will complement such regulars as Best Bitter, Black Sheep Ale, Golden Sheep and Riggwelter.

Based at the brewery in Masham, North Yorkshire, the new five barrel brew plant complements Black Sheep's existing main brewhouse which has a minimum brew run of 50 barrels.

Alan Dunn, Head Brewer at the Black Sheep Brewery commented: "Up to now we have been limited in our ability to develop new beers as a 50 barrel run is a lot, so the new plant really allows us to flex our creative muscles!"

Black Sheep has invested £50,000 in the equipment, which was supplied by AB UK. It has been sited in the original brewhouse, and is a five barrel replica of the larger brewery, ensuring any successful beers can be upscaled.

Alan added: "It was important that the processes we implement in our existing plant could be replicated when testing new brews, and this played an important role in the development of the micro brewery. This means we have a unique - and I believe the world's smallest - five barrel Yorkshire Square fermenter, and we are able to simply scale up the process to put a test brew into full production."

"The micro brewery will use the same Yorkshire Square fermenting system which has made Black Sheep one of the most popular breweries in the UK"

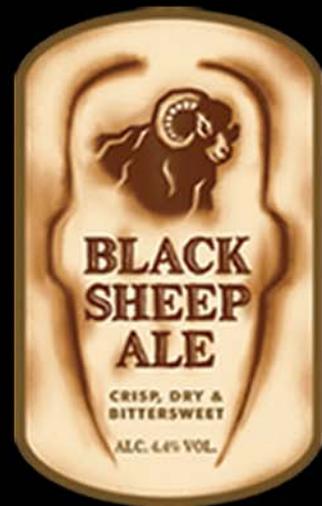
Jo Theakston, Sales and Marketing Director at Black Sheep said: "The micro brewery will use the same Yorkshire Square fermenting system which has made Black Sheep one of the most popular breweries in the UK, and we will be experimenting with a variety of new hops and styles.

"It creates a massive opportunity for us and we will be using it initially to develop some new beers for next year, so watch this space!

"As part of our launch we released 'Brew #1' from the micro plant into our local Yorkshire free trade. It's a 4.8%abv, star bright White Ale brewed using heaps of Cascade hops along with orange and coriander. It is very moreish and we are keen to get feedback from our customers as to what they think!"

Great Yorkshire Beers

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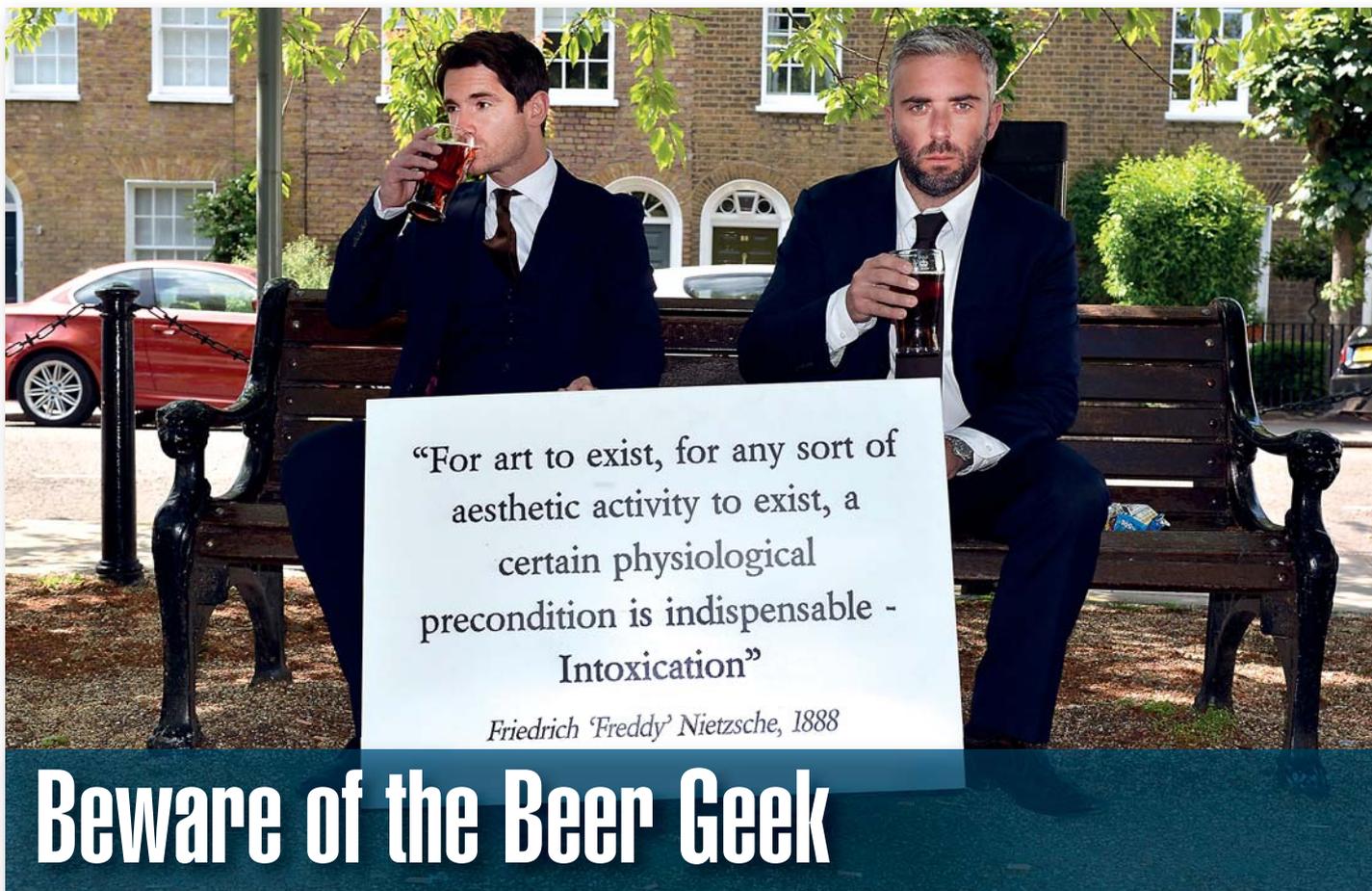


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“For art to exist, for any sort of aesthetic activity to exist, a certain physiological precondition is indispensable - Intoxication”

Friedrich 'Freddy' Nietzsche, 1888

Beware of the Beer Geek

The Age of Craft Beer

Ben McFarland celebrates the rise of craft beer but warns of the perils of becoming a craft beer geek

These are halcyon beer drinking times. The UK craft beer market grew 13 per cent in the UK during 2012 and, according to analysts, more than 2,000 of the country's pubs have added a craft beer to their range in the last year.

While sales of mega-brand, mainstream beer have slumped in recent years, sending the overall beer market into steady decline, sales of boutique beers are set to grow 43 per cent by 2014.

British beer's glass is more than merely half-full, it's positively brimming with excitement and innovation; this country finds itself in the midst of a glorious brewing renaissance as consumers, disillusioned with drinking bland mainstream brands, clamour for flavoursome craft beer.

However, we must all beware the sinister side effect of craft beer's upward curve, namely the new breed of beer geek/nerd. Where once there was just the real ale bore hovering self-consciously at the end of the bar, the modern craft beer geek now walks freely among us.

They're not easy to spot. Often sporting trousers and more adventurous facial hair, they expose themselves with flagrant displays of ale-related one-upmanship, barely concealed condescension for whatever others may be sipping; and brazen name drops of brewers and beers that no-one has ever heard of.

But the most worrying thing about the emergence of this new-fangled beer geek is the fact that, if you spend enough time around them, it's oh-so easy to become one yourself.

“Where once there was just the real ale bore hovering self-consciously at the end of the bar, the modern craft beer geek now walks freely among us”

One day you simply like a pint of something different and then the next you're bending some poor soul's ear about Brettanomyces, barrel-ageing and the inside-leg measurement of the Brother you once met in a Trappist monastery thirty years ago.

Below is a twelve-step test to see whether you've been gripped by the worrying world of beer geekery. Ask yourself this: Are you a Craft Beer Geek?

1) You go to the pub and order a beer from a little-known local brewery that you've had once before. Your best friend asks what you're drinking. Do you:

- a) Let him have a sip and offer to buy him a pint if he likes it
- b) Tell him a few things about the brewery and why you like the beer
- c) Pat your unsophisticated yet sweet, well-meaning companion on the head before embarking on a condescending monologue detailing the acidity levels of certain hop varieties, mash tun circumferences and decoction techniques...until he starts crying

2) A well-intentioned regional brewer buys your favourite yet struggling microbrewery. Do you:

- a) Get on with your day as you've more pressing things to worry about
- b) Wait and see whether the new owners change the recipe
- c) Boycott the company's beers and their pubs before dressing up as Superman and going on hunger strike atop the roof of the brewery.

3) You return to the pub, blistered and parched, from a treacherous trek across the Sahara only to discover that the only beer available is an extra cold lager from a big brewery. Do you:

- a) Gleefully press your cracked lips against the chilled glass and dispatch the ice-cold liquid down your rasping throat
- b) Ask for a lime and soda instead
- c) Drain the moisture from your own soiled underwear to keep you going until the dray-horses deliver an obscure barrel-aged beer brewed in a Belgian barn

4) How would you describe a London Porter?

- a) About 5ft 10in in a uniform, a smart hat and carrying loads of bags to the door of your taxi
- b) A bit dark and a little too filling. Nice, though
- c) A glowering sheen of bitter pomposity enveloped within a shroud of roasted nuttiness and a congenial phenolic finish of Dickensian viscosity. It flummoxes the senses with awe and Fugglesome arrogance

5) If someone says "Chinook" to you, what does your brain immediately think of?

- a) Several groups of Native Americans originating in the Pacific Northwest region of the United States
- b) An American twin-engine, tandem rotor heavy-lift helicopter
- c) A green bine cultivar released in 1985 from a cross between a Petham Golding and a USDA-selected male (63012M). Somewhat spicy, particularly pine-like with a robust bittering ability.

6) You're out with mates and one of them orders a pitcher of Carling Extra Cold. What do you do?

- a) Drink it and enjoy your evening
- b) Drink it but buy something more "flavoursome" when it's your round
- c) Attack your mate with a claw hammer

7) Have you ever said the word "diacetyl" whilst in the pub?

- a) 'Eh?'
- b) 'No'
- c) 'Yes. It's a common flavour compound imparting butter-like aroma characteristics when not fully reabsorbed by yeast.'

8) What does IBU stand for?

- a) 'No idea. Don't care'
- b) 'Something to do with hops?'
- c) 'International Bittering Units; the globally-agreed standard for measuring bitterness in beer. Next question please'

9) You have a wet dream about a night spent with a tasty blond. It stars...

- a) Scarlet Johansson
- b) Ryan Gosling
- c) A nice glass of Castle Rock Harvest Pale

10) Your favourite thing about the Oktoberfest in Munich is...

- a) The sexy frauleins in their bosom-boosting dirndls/the hunky fellas in lederhosen
- b) The oompah bands, swaying steins and enormous sausages
- c) The juxtaposition between the noble Hallertau hop, pale malt and soft Bavarian water

11) You're at a far-flung beer festival when a complete stranger wearing a beer T-shirt and too many badges begins talking to you about a beer you've never heard of. Do you...

- a) Walk away, pull out your mobile and pretend you've got a call to take.
- b) Intimidate him by comparing the beer he's describing with an entirely fictional one – until he explodes.
- c) Crestfallen and crushed, you cut off your drinking arm and flagellate yourself as punishment for not having tasted it before

12) The landlord in your local calls last orders, your mate gets you a pint of your 'usual' and you've ten minutes to drink it. Do you

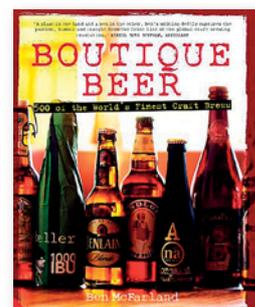
- a) Slake it in five minutes, grab your coat and nip to the loo so you're not caught short on the way home
- b) Bemoan the fact that you must rush your pint but, hey, you've got a cellar full of epic ales at home
- c) Prior to taking a sip, hold your pint glass up to the light, study it, smell it, swirl it and take in the cornucopia of aromas, shades, and effervescence. Repeat for ten minutes or until the exasperated landlord asks you to leave.

If you answered:

Mostly A: You've a long way to go before becoming a beer snob. Nothing to worry about.

Mostly B: You've a healthy attitude to beer drinking

Mostly C: It's too late



Ben McFarland is the beery half of Thinking Drinkers and the award-winning author of "Boutique Beer, 500 of the World's Finest Craft Brews"



Brewing Great British Lager

Great British Brewers

The art of craft lager is not exclusive to foreigners. Adrian Tierney Jones laughs in the face of lager lovers who say great British brewers can't do great bottom-fermented beer

You could say that 2013 was the year when British craft lager came of age, when it broke free of its ugly past of ersatz beers with faux-Teutonic names, when it was finally recognised as being part of the incredible brewing revolution changing British beer. More pubs, whether free house, pub co or brewery owned, were making room on their bar top for a draught lager either brewed down the road or carefully crafted by a family brewery.

A Bid for Freedom

Freedom is one of the UK's original craft lager pioneers, having started life almost 20 years ago. But 2013 marked a significant change when Edward Mayman sold the brewery to Tim Massey and Andrew Taylor.

'Freedom has been around for a long time and people know about us,' says Tim Massey, 'and we feel that our time has come

nationally. We will be investing £500,000 with the main part of the sum going into the brewhouse as well as developing a wetland drainage system to treat waste water from the brewing process.'

Beers such as Freedom Four, Pilsner and Organic Lager are the brewery's bestsellers, with 90% of them served on draught in outlets spread between country 'gastro' pubs and city craft beer bars. 'We are regular at 99% of our outlets,' says Massey, 'we don't do rotating taps.'

"As well as a greater interest in boldly flavoured lagers, another reason for British brewers joining the lager trail is that several of them are installing pilot breweries"

Massey believes that it's both the ingredients and the production values that account for Freedom's success, 'We use untreated Burton water, which helps to give the beer its flavour and bitter edge and people can also tell that the maturation time we give the beers makes a difference - five weeks from start to finish.'

Freedom continues to thrive but they've recently been joined by renowned cask ale brewers like St Austell, Sharp's, Marston's, Fuller's, and Adnams who all unveiled their own lagers in 2013.

Korev, Cornish for Beer

Since 2010, sales of St Austell's Korev lager continue to climb; and it is now the company's second best-selling beer after Tribute. This is even more noteworthy given that it commands a premium price at the bar and is a keg beer.

'It was a significant step for the brewery to decide to brew our first premium Cornish lager,' says Jeremy Mitchell, St Austell's Marketing and Communications Director, 'and we were really encouraged by the positive reaction to it. Even so, I think we've all been surprised at the way in which it has become so quickly established as a quality lager with such a loyal following.'

Korev, which means beer in Cornish, is yet another brewing feather in the cap of St Austell's Head Brewer Roger Ryman. Sunny in the glass it has a hint of lemony sweetness on the nose, with the citrus delicacy continuing on the palate with a crisp and light mouthfeel, gentle carbonation and lingering bitter finish.

'We use a Bavarian lager yeast,' says Ryman, 'while the grist is lager malt, some flaked maize and a little caramalt. Hops are German (Hersbrucker and Perle) with Czech Saaz for aroma. After fermentation it's lagered for two to three weeks. The style, if I had to give it one, is closest to a Bavarian Helles. Lager brewing in my opinion is the most difficult style of beer to brew - it needs to be technically perfect with no hiding place for faults. I have described it as "running naked down the beach" - there's no place to hide!'

Fuller's Frontier

Back in the 1980s, Fuller's briefly produced a lager called K2, however, in June 2013 they finally dipped their toes into the lager pond again, this time with Frontier.

"Korev, which is Cornish for beer, is yet another brewing feather in the cap of St Austell's Head Brewer Roger Ryman"

This was a very different proposition to K2, which if memory serves right was a standard, highly carbonated lager that simply went for the refreshment jugular. With Frontier, New World hops were added to give the beer a citrusy character, whilst the carbonation was light and gentle on the palate, enabling the flavour to shine through.

It was also lagered for five weeks and served unpasteurized from the keg. It went on sale in the brewery's pubs and was deemed a success by both ale and lager drinkers.

According to Chris Topham, a member of the Fuller's brewing team who developed the beer, 'Frontier cultivates a natural hands-on approach to brewing and the whole team were determined to create a beer with real flavour and authenticity.'

The lager's taste and credibility will appeal to premium lager drinkers who are interested in a more flavoursome beer with the characteristics of lager.'

Telephone 01208 862121
www.sharpsbrewery.co.uk

SHARP'S
BREWERY

CORNISH
Pilsner

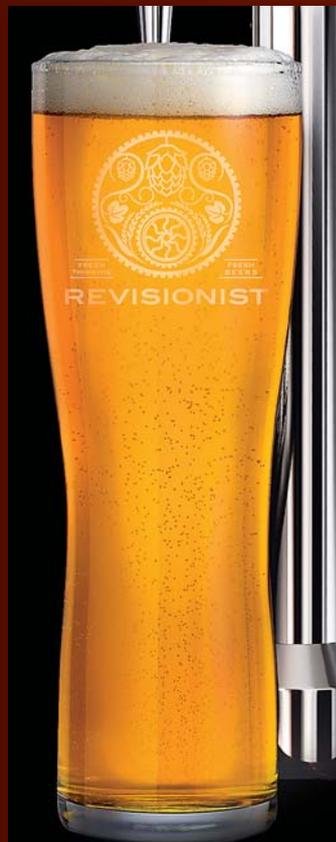
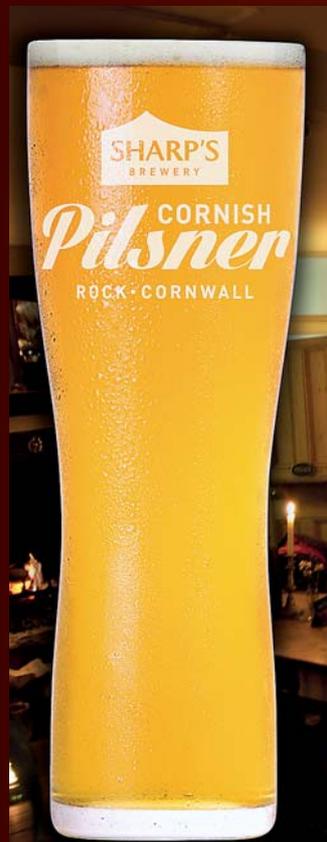
ROCK • CORNWALL

ALC 5.2% VOL

SHARP'S
BREWERY
ROCK • CORNWALL

WORLD'S BEST LAGER
at the World Beer Awards 2013

WORLD BEER AWARDS
WORLD'S BEST LAGER



Marston's Revisionist

Marston's is another independent brewer that had once brewed a standard lager and is now revisiting the style with the aim of producing more characterful, premium quality beers.

Revisionist Lager filled drinkers' glasses in 2013 as part of a series of 'revisionist' beers, and is set to be a permanent addition to Marston's portfolio.

"The gap between the "Lager Drinker" and the "Ale Drinker" is, it seems, rapidly becoming a thing of the past"

'The beer market today is becoming ever more innovative, with new and often original beers appearing apace,' says Marston's assistant Head Brewer Simon Yates. 'The gap between the "Lager Drinker" and the "Ale Drinker" is, it seems, rapidly becoming a thing of the past. I was granted the opportunity to brew a different style of lager beer, one with the attributes of lager intact, but with a creative twist, to offer vibrant, satisfying flavours to take this beer to a new level.

'Taking the cue from the great continental lager brewers, I selected materials that contribute to the world's more interesting examples of the style. This included well-modified lager malt, but produced in this country. Hop varieties came from the Hallertau region in Bavaria - one of Germany's oldest and greatest hop growing areas. I also opted for a long, slow, cool fermentation process.'

Yates also added the Slovenia hop Styrian Goldings and two English varieties - Boadicea and Admiral - when the beer was maturing and the result is a refreshing beer with lightly spicy, bittersweet orange marmalade notes.

Adnam's Jack Brand

Dry hopping was used by Suffolk brewery Adnams for their boldly flavoured Dry Hopped Lager, part of the brewery's Jack Brand craft beer range.

'For our first true lager we were keen to make a beer that had the appearance that everyone is familiar with but with the twist of more fruit driven hops,' said Adnams' Head Brewer Fergus Fitzgerald. 'We fermented it drier than we would do for most beers and once finished we added some more hops for dry-hopping, this time Galaxy from Australia to give slight mango and passion fruit notes.'

Pilot Breweries

As well as a greater interest in boldly flavoured lagers, another reason for British brewers joining the lager trail is that several of them are installing pilot breweries. This enables small batches of beers to be produced.

This trend also encourages experimentation in the types of lagers being produced; the word lager covers a pretty large family, and Brains Craft Brewery for instance has come up with a Marzen, a Schwarzbier and a Rauchbier so far.

Shepherd Neame also have a small pilot brewery which they've called The Faversham Steam Brewery. This has been used to make various beers, including the brewer's own recently launched Whitstable Bay lager, but it has also been utilised to produce a lager for Suffolk's award-winning cider maker Aspell.

Outlier (originally called Suffolk Blonde), is 5.2% abv and dry-hopped with both Nelson Sauvin and Amarillo, which gives it an aromatic character.

'We wanted a liquid that would appeal to non lager drinkers,' says Aspall's co-owner Henry Chevallier Guild, 'and cause the sort of reaction we received when drinkers first tasted Aspall; something along the lines of "I didn't realise cyder could taste so good" translated to lager. As such, we went for a more robust flavour profile that would appeal more to ale, craft beer and wine drinkers, strongly aromatic with citrus and tropical notes and a bitterness level that leaves a delightful lingering and seductive finish. So not like a lager at all!'

Why No Lager?

If cider-makers can produce craft lager, then so can wine-makers. Another intriguing lager comes from Chapel Down winery in Kent. Curious Brew lager has been produced since 2009 and is currently brewed up in the East Midlands at Everards.

'We decided to do the beer because as wine makers we rely on the weather,' says Chapel Down's Sales Development Manager Patrick Thompson, 'and we thought let's try and make a lager that's not weather dependant. However we also felt that it was important to incorporate wine-making techniques into the beer and after consulting with Everards we thought champagne yeast would work well, which it does. It dries out the beer, gives it a nice clean finish, while the bubbles are fine and light. We used Saaz and Cascade hops in the boil, which is afterwards joined by a dosage of Nelson Sauvignon. With all this we tried to create a lager

that is different. However we do stress it is a Pilsner, not a half wine, half beer hybrid."

The Sharp End

Sharp's might be best known for their flagship ale Doom Bar, but 2014 saw the Rock-based brewery add Cornish Pilsner to its portfolio. It's a crisp, clean and refreshing Czech-style pale lager that has thyme added to the mix - and not any old thyme either, it's grown by the horticultural team at the Eden Project in Cornwall.

Sharp's will be launching it in keg in 2014. According to the brewery's Head of Craft Brewing & Innovation, Stuart Howe, "It has been very popular with drinkers for whom beer is not their usual tipple. For instance, a few wine lovers have likened it to a good Riesling."

For licensees who wish to carry out beer and food matching, Howe points out the beer's food friendly credentials: 'It is really good with shellfish or light spicy dishes'

This new-found respect for British lager, initiated by Freedom crowned by Sharp's Cornish Pilsner winning the Gold Medal for Best Lager in the World at the World Beer Awards in 2013, suggests that one of the great beer styles of the world is finally being taken seriously by British brewers - and British drinkers.

If 2013 was the year British craft lager came of age, 2014 could be when it goes stellar.



FREEDOM 
AWARD WINNING ENGLISH BREWERY

PREMIUM
Craft Lager
BREWED
IN THE UK

Freedom Brewery was originally founded in 1995 in Fulham, London, to become the longest established microbrewer of lager to date. In 2004 we moved to our current home in the heart of rural Staffordshire, near the world famous brewing town of Burton-on-Trent.

With new owners Tim and Andrew at the helm since July, we plan to double our brewing capacity by the New Year to meet current and grow future demand for our award-winning craft lagers. We have invested over £500,000 in new brewing and storage facilities as well as developing a wetland drainage system to treat waste water from the brewing process.

One of the first priorities will be to increase capacity to manage current levels of demand and then we are keen to start talking to premium quality operators who value their freedom and want to stray from the mainstream.

www.freedombrewery.com

 /freedombrewery  @freedombrewery

British Craft on Draught

Calvors Lagers

3.8-5%

Brewed in small batches on a family farm in Suffolk, there are four varieties, 3Point8, Premium, Amber and Dark, although the last two are not currently available on draught.

Calvors Brewery 01449 711055

www.calvors.co.uk

Camden Hells

4.6%

Highly regarded range of lagers, including an unfiltered version hazy version that is smoother and more full-bodied thanks to the remaining yeast

Camden Town Brewery 020 7485 1671 www.camdentownbrewery.com

Celt

5.0%

From the Celt Experience Brewery in Wales, slow mashed and hand produced. It has a continental hop presence, with a refreshing and spicy flavour. A real crafted lager, bottom fermented with pilsner yeast

Pierhead 01322 662377

www.pierhead.uk.com

Cotswold

3.8-5.5%

A range of unpasteurised styles from one of the earliest brewers of British craft lager. Beers are created in the traditions of Bohemia and Bavaria, and include a luscious draught Dark lager

Cotswold Brewing Co 01451 824488 cotswoldbrewingcompany.co.uk

Curious Brew

4.7%

Brewed for Chapel Down winery by Everards, it is re-fermented using Champagne yeast before adding a "dosage" of the rare and fragrant Nelson Sauvin hop. Cold filtered and unpasteurised. Gold medal winner at the International Beer Challenge 2012

Chapel Down 01580 763033

www.chapeldown.com

Freedom

5.0%

The pioneering British craft lager brewer continues to create a variety of different styles, both permanent and seasonal. The permanent range includes the award winning Organic pale Hells, while the highly acclaimed Pioneer is an English take on an American style Pilsner

Freedom Brewery 01283 840721

www.freedombrewery.com

Frontier

4.5%

Launched in the summer of 2013, this is an unpasteurised, filtered, small batch lager, hand-crafted over 42 days. Combining the best of old world malts and 168 years of brewing knowledge with new world brewing techniques & hops, the blend of powerful new world hops & the distinctive Fuller's yeast allows a deeper and more robust flavour to flood out. The brew is then carefully lagered for five weeks to fully condition it resulting in a refreshing lager with a full and interesting flavour

Fullers Brewery 020 8996 2048

www.fullers.co.uk

Jack Brand's Dry Hopped 4.2%

Part of Fergus Fitzgerald's line-up of innovative beers, this is a dry hopped lager made with with Australian Galaxy hops, which gives a more intense hop flavour and aroma. A light, golden beer with refreshing citrus and tropical fruit notes

Adnams Brewery (01502) 727200 www.adnams.co.uk

Korev 4.8%

Pronounced cor-eff, this is the traditional Cornish word for beer. It took St Austell nearly 160 years to create a lager, and they wanted to make sure it was uniquely Cornish. Crafted by Roger Ryman using the finest lager malt from barley grown in Cornwall, and a trio of hops including Saaz, Korev has a wonderful pale colour, a clean, crisp taste and a delicate, almost honeyed aroma.

St. Austell Brewery 0845 2411122 www.staustellbrewery.co.uk

Meantime 4.5%

The Greenwich brewery is most famous for its bottled beers, but draught lager offerings include London Lager and a Pilsner

Meantime Brewery 020 8293 1111 www.meantimebrewing.com

Outlier 5.2%

A Blonde style lager which is dry hopped with both Nelson Sauvin and Amarillo; the latter being a highly aromatic hop. This produces a seductive citrus aroma and delivers a complex hoppy and full flavour.

Chevalier Brewing Company 01728 860510 www.aspall.co.uk

Republika 4.8%

Brewed with Pilsner malt and Saaz hops and fermented for 3 weeks using yeast brought over from Prague. It is then 'lagered' (stored at below 2C) for a full 6 weeks. The resulting beer is a well-balanced Pilsner style lager with a fresh, clean, crisp, full flavour

Windsor & Eton Brewery 01753 854075 www.webrew.co.uk

Revisionist 4.0%

Crafted with Lager Malt and a hop blend of German Hallertau Magnum & Tradition, Slovenian Styrian and then dry hopped with British Admiral & Boadicea varieties to release more aroma and flavour

Marstons 01902 711811 www.marstonsbeercompany.co.uk

Schiehallion 4.8%

Pronounced "She-hal-i-on", this beer has been winning awards since 1999, when it took the crown as CAMRA's Speciality Beer. Aromas of mango and passionfruit with a taste of honeyed citrus flavour, it is brewed using a blend of 4 hops and both lager and wheat malt, giving it a remarkably smooth but full bodied mouth feel. Available in cask as well as keg

Harviestoun Brewery 01259 769100 www.harviestounbrewery.co.uk

Sharp's Cornish Pilsner 5.2%

Winner of the best lager in the world medal at the World Beer Awards 2013. This exceptional beer is fermented with a genuine Czech yeast then lagered on a bed of Saaz hops to create stunning, zesty herbal notes and a delicious clean, citrus flavour. A clear, refreshing and satisfying Pilsner this is a pale straw colour with a herbal lemon aroma. Crisp and light with clean fruit notes and a refreshing dry citrus finish

Sharps Brewing 01208 862121 www.sharpsbrewery.co.uk

Thornbridge 4.8/5%

The award winning brewer of ales has also produced some stunning lagers, like the Vienna style malty "Kill Your Darlings" and Tzara, which is a hybrid beer, fermented like an ale but matured like a lager

Thornbridge Brewery 01629 641 000 www.thornbridgebrewery.co.uk

West 4/4.9%

A range of German style lagers brewed to German Purity laws, by a German woman...in Glasgow! A core range, comprising West 4, a premium session lager, and St Mungo, Munich Red and Dunkel all at 4.9%, is complemented by regular seasonal beers

West Brewing Company 01415 500 135 www.westbeer.com

Whitstable Bay Blonde 4.5%

A light, floral, golden lager named after the vibrant coastal town of Whitstable, which is renowned for its culture, seafood and beaches. Brewed with a blend of Kentish, American and Czech hops.

Shepherd Neame 01795 532206 www.whitstable-bay.co.uk





Match Making with Melissa Cole

Beer & Food Matching

Beer and pubs are long-term partners, natural bedfellows since both were created. But as beer has proved its allure by pairing with food in exciting combinations, restaurants have started to flirt with it – and if they're not careful pubs are in danger of losing this special relationship.

With Michelin starred restaurants and classy hotel chains putting beer firmly on the menu, there's clearly something going on and pub operators need to make sure they don't miss out on such a key trend. But how do you honestly make it turn a profit for you? We asked one of the country's leading lights in this area, Imbibe magazine's educator of the year Melissa Cole. Her reply was KISS:

Keep It Simple

A friend of mine has a wonderful phrase 'K.I.S.S.' meaning 'keep it simple stupid'. He normally uses it to kibosh my grandiose over-thinking of something, but it's great advice when running beer and food matching events.

There are key formulas to a successful event and most of them hinge on groundwork and knowledge. You can do that by embracing

a whole educational programme for your staff. Alternatively you can buy in expertise from a Beer Academy accredited beer sommelier or someone known for their work in the field (hint, hint!). Another approach is to use a local brewery with an in-house expert like Joanne Miller at Sambrook's in London, Yorkshire's Chris Ives of Ilkley Brewery or Midlands based Purity's Paul Halsey.

"I've been in places where the front of house has tried but the chefs aren't interested because they know all about wine and spirits but know jack about beer"

Pure Gold

Purity, famous for its Pure Gold, UBU and Mad Goose, has focused big time on beer and food matching since its inception in 2005. MD Paul Halsey is happy to use other brewers' beers in his tastings because what he wants to do is spread the word. With 20-plus events under his belt how does Halsey recommend you start?

'I always get the chef's buy-in,' he says emphatically. 'I've always talked from an ingredients perspective, and what I'm trying to do is get the chefs to get it. Once I've got buy-in from the kitchen then there are no boundaries at all - they can go for it. I've been in places where the front of house has tried but the chefs aren't



interested because they know all about wine and spirits but know jack about beer.

‘However, once you educate them, once they have that light bulb moment, and they realise they can create really innovative and interesting dishes - for example we’ve used hops in a marinade - that’s where you start to add a point of difference for the customers and the staff.

“Another approach is to use a local brewery with an in-house expert like Joanne Miller at Sambrook’s in London, Yorkshire’s Chris Ives of Ilkley Brewery or Midlands based Purity’s Paul Halsey”

‘It’s also added value when you bring in outside experts too, that really gets the audience interested. For example we’ve brought in Paul Corbett from Charles Faram to talk about hops and also done events with Marverine Cole.’

Marverine Cole (who I like to call my Sister from another Mister, aka the Beer Beauty) points out what a difference the double act of her and the guys from Purity made.

‘When I worked with Purity on a beer and food matching evening for over 100 professional women at Birmingham’s Malmaison, the

Melissa’s Top Tips

- ▶ Get the chefs onside; get them to meet with the expert or the brewery
- ▶ Try all the beers first, especially if you’re only dealing with one brewery or you’ll end up shoe-horning dishes to beers that don’t exactly fit
- ▶ Plan in advance and do a menu tasting
- ▶ Train your staff or get them trained by the expert/brewery - I can’t stress this highly enough, if you want your beer offering to succeed then your people need to know what they are talking about
- ▶ Be brave - try unusual beers like saisons, wild ales and barrel-aged beers, they have so much to offer in terms of flavour and complexity that you, and your P&L sheet, will love them

event went down a storm. The women’s reactions were overwhelming. A lot of people are lead to believe that wine is the perfect complement for food, however the complexity of the beers we had on the night alongside the food really pleasantly shocked my guests. There were gasps of amazement all round.



‘The 8-month aged Isle of Mull Cheddar paired with Sierra Nevada Stout was the real crowd pleaser on the night. Women told me they thought stout was just Guinness or Mackeson and that it was heavy, yet it showed with maximum impact just how much a stout can stand shoulder to shoulder with powerful punchy, strong cheeses, as well as it can a chocolatey dessert!’

“A lot of people are lead to believe that wine is the perfect complement for food, however the complexity of the beers we had on the night really pleasantly shocked my guests”

Up North

Up in Leeds they’ve been ahead of the beer curve for years, with fantastic operators like the North Bar group ahead of even London when it came to seeing the next big thing in beer. The Cross Keys, the foodie arm of the group, has been majoring on beer and food matching for some time now, and Ilkley Brewery owner, Chris Ives recently made his way there to put on a beer dinner.

Having done a few of these now, he was keen to share his experiences of how to get it right and what can go wrong.

‘We sent the beers to the chefs a week before the event and they developed dishes specifically for Black, Siberia, Lotus, the Mayan

and a black coffee IPA that their sister venue North Bar came to brew for their birthday party.

‘There were lots of great dishes on the night but the stand-out one for over two-thirds of the customers was the mackerel with gooseberry chutney which was paired with Siberia and the rest were split over the other four courses.

‘Unfortunately, the celebration beer was only given to the chef the day before and it was the one match that wasn’t quite right. They had a very good attempt however but it just goes to show that it’s really important to get the chefs the beer as soon as possible.

‘We’re getting approached by quite a lot of pubs now because events like that get people in on what would traditionally be quiet nights, so it’s good for business and it’s good for us because we get to meet our consumers face-to-face.

Also we get to make the customer think about extending the occasion on which they drink our beers, which is good for the venue and good for us too, win-win!

So does GM Andrew Moores agree that it’s worth doing?

‘Here at The Cross Keys we passionately believe that British food is the best in world, especially with the vast flavour and ingredients readily available.

‘Simultaneously we have local breweries, such as Ilkley, that are producing fantastic beers that lend their subtle flavour to being perfectly matched with true British ingredients.

“We are getting approached by quite a lot of pubs now because events like that get people in early in the week on what would traditionally be quiet nights”

But he wonders why beer and food matching isn’t more widespread. ‘I think the biggest issue is confidence - it’s a very new idea for most people and we fully believe here at the Cross Keys that people need to be guided and not just told that it works’

Head chef Neil Gibson appreciates that people not only eat and drink with their nose and mouth, but with their eyes and what they read as well ‘So you need to feed all the senses! I create dishes to complement the beers, which is the most exciting (and sometimes challenging) part of designing our beer dinner events.

‘We start by sitting down with someone from the brewery and selecting the beers we agree have the most to offer. Our emphasis on food matches this philosophy and I love creating dishes that people would not normally try.

To create a momentum and get people involved, Moores suggests putting together a calendar of events: ‘‘We hold these events regularly throughout the year, and look forward to inviting people along to try new things.’’

Perfect Partners

Bitter

A quintessential English style and nearly every local brewery will produce at least one. From copper to a deep rich bronze these beers also come in special and extra special varieties which are generally stronger in alcohol content.

Food Match: Glorious with pub classics like steak & ale pie, sausage and mash (with beer onion gravy) and, of course, the Ploughman's.

Golden Ales

An increasingly popular style of beer, which often have American hops added for additional aroma, which has the added advantage of appealing to lager drinkers.

Food match: Great with any food with light citrus or clean flavours, like a pork chop with lemon and thyme or even Chinese-inspired dishes like sticky lemon chicken.

India Pale Ale (IPA)

Genuine IPAs are flavourful brews with a strong fruity sweetness and are brewed to an historic recipe designed specifically to withstand the journey by sea to India.

Food match: Unsurprisingly IPA is fantastic with curry but it's also great with more unctuous food like roast duck or cheese as it cuts through fattiness.

Lager

Look for genuine lagers, the word itself means 'matured', which most mainstream brands most certainly are not, accounting for their lack of flavour. A great example of the German style is Veltins, Czech lagers don't come any better than Budvar in this country and there are now some great British craft lager producers out there.

Food Match: Really flavoursome lager always has some honey overtones so goes well with anything aromatically spicy, especially north African-inspired dishes.

Porter

A London-style, almost black beer, full of coffee and chocolate flavours that even the most hardened chocoholic will be taken aback by.

Food Match: Porter is the most fantastic partner to chocolate and red berries, but the smokier ones can often go very well with goat's cheese too.

Stout

Stout has quite a history and although quite different is actually an extension of the porter and was originally called stout porter. As a

beer it is full of coffee, chocolate and caramel notes, try and move away from the draught and look for bottled ones.

Food Match: Craft-brewed stout can often be a little too astringent to go genuinely well with chocolate, although does match things like Tiramisu well, I would stick to matching it to mains – it's fabulous with Caribbean food.

Mild

Mild is another wonderful dark brew, with definite chocolate and caramel notes. A major advantage is that it has a low ABV but buckets of flavour.

Food match: Perfect with lighter chocolate mousses but also go very well with black pudding and, of course, Lancashire hotpot or other regional dishes like Scouse.

Wheat/Wit/Weisse/Weissbier/Weizenbier

I know all this sounds complicated but really these are just regional German and Belgian words for the same thing - wheat beer.

Food Match: Wheat beers are perfect with sushi, sashimi and Thai flavours because they are generally brewed with some form of spice, coriander seed being the most common.

Wood-Aged Beers

The increasing trend for aging beers in different spirit casks creates beers that are great as a digestif in place of stronger spirits - serve in a brandy balloon, splitting the bottle between two people.

Food Match: These beers are just made for strong cheeses. Try baking a whole Camembert in its box, getting some crusty bread and tucking in with friends – trust me, it's heavenly!

Match Points

- ▶ To keep it really simple start with a cheese or chocolate pairing event – this will both give your staff an easy introduction to the whole concept and also allow you to gauge the level of interest from your regulars...although the ultimate aim is of course to attract new custom.
- ▶ To add an extra dimension, create more debate and generally have more fun you could serve 2 beers with each cheese and 2 cheeses with each beer, to illustrate how the flavour of both can be altered by its pairing. Or make it more controversial – and involve wine drinkers – by comparing a beer and a wine. Even committed wine buffs will be surprised at the results

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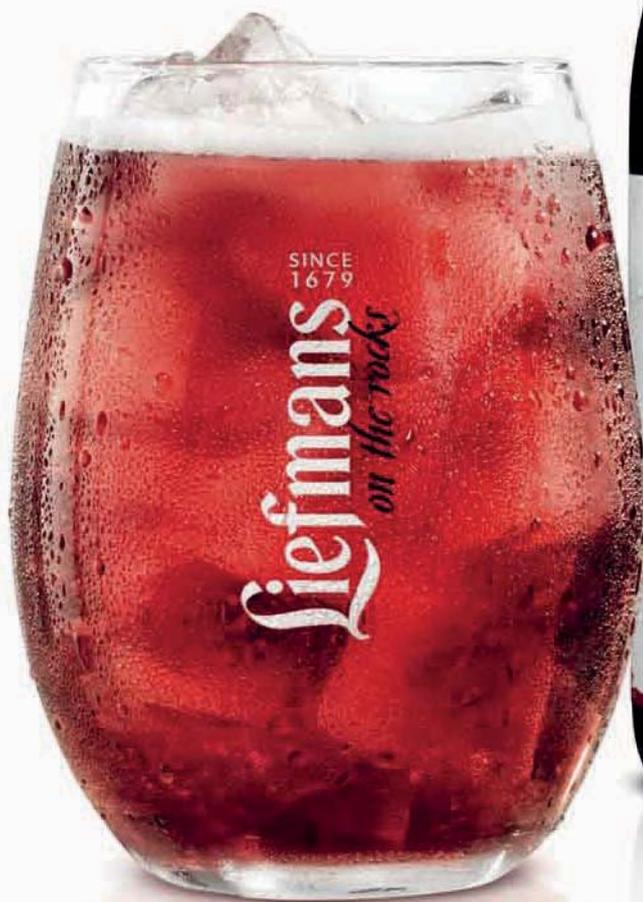


Liefmans

MASTER BLENDERS

Fruitesse

on the rocks!



4.2%
alc./vol.

Please drink responsibly

fruit beer served on the rocks
- also available on draught -





The Cradle of Craft

Belgian Beer

An epiphany in his own cellar rekindles Pete Brown's love of the classics, as he remembers the joy of beers from the birthplace of craft brewing

If there's one problem with the current boom in craft beer, with the sheer dizzying tumble of new breweries and beers, the giddy progression of styles and flavour, it's that when there is so much New around, it's easy to forget what you already liked.

I properly discovered Belgian beers about two weeks before I discovered American-style craft beer, when I was researching my second book back in 2004. The hoppy rush of IPA meant the eccentric labels, unpronounceable names and reserved eccentricity of Belgian ales always came second.

Back when American-style craft beer was hard to come by and few British brewers used pungent American hops (remember that far back?) I took the Belgians for granted. I drank them, and of course I enjoyed them, but I was always looking over their shoulders to see if anything more interesting was coming along. In the late noughties, when Thornbridge and Dark Star and then Brew Dog changed the domestic scene, and the Americans started to turn up in greater quantities, I left the "boring" Belgians behind.

Because I'm an idiot.

A Voyage of Rediscovery

Last New Year's Eve I was in my cellar looking for a beer to use in the Carbonade - a traditional Belgian slow-cooked beef stew - that I was cooking for friends. I didn't want to waste anything too special, and I hadn't cleared out the cellar for a while. I found a dusty 750ml bottle of Chimay Blue. We used to have a thing going, me and Chimay, but I moved on. Like a music snob who drops his favourite band when everyone else starts to like them, I accepted the consensus in London beer geek circles that Chimay - this beer brewed by monks that most people have still never heard of, never mind tasted - was a bloated corporate bore, tired and overfamiliar. That's why this dusty, forgotten bottle had a best before date almost half a decade past.

"We used to have a thing going...but I moved on. Like a music snob who drops his favourite band when everyone else starts to like them"

'It's probably too old even for the stew,' I thought. 'I'll just open it and taste a bit to check if it's vinegar or not, and then probably pour it - oh look, this second bottle too - down the drain.'

I stood over the sink, poured some cloudy brown liquid into a glass, tossed it back and - I swear I'm not exaggerating - exclaimed out loud, "Blimey, that's not going in the stew! That's getting served with the stew!"



Duvel

SERIOUSLY BELGIAN BEER



BEER BREWED CAREFULLY, TO BE CONSUMED WITH CARE.



Four years out of date, it was one of the finest beers I'd tasted. What I thought was going to be a flat, sugary, coca-bottle candy sweetness instead shimmered and changed on the palate, going through phases of chocolate, caramel, fruity sweetness, toffee maltiness and back again. I poured the remains of my glass carefully back into the bottle, stoppered it, wiped it with a cloth and set it gently on the table. I put the expensive Burgundy I'd been warming back on the wine rack.

Over the next few days I sought out any other Belgian beers that had been forgotten down in the cellar. Chocolatey Rochefort 10. Spicy, mysterious Saison Dupont. The magnificent Orval, which I last had in the Waterhuis bar on the canal in Ghent, where out-of-date bottles are sold at an 80 cent premium to fresh ones.

And Duvel!

'Oh, Duvel's everywhere now,' I told myself, 'It's ubiquitous. Everyone knows it.'

'Yes, do you know why?' I replied to my brain, 'Because it's awesome! Its balance of strength and drinkability, of clean, presentable accessibility and multi-layered depth is without compare!'

Oh, Belgium. I've missed you.

A Surreal Nation

General Charles de Gaulle once referred to Belgium as a country 'invented by the British to annoy the French'. At the heart of Western Europe, it's what a country would be like if it were designed by a committee - largely because that's pretty much what happened. A French-speaking part that hates the French and a Dutch-speaking part that hates the Dutch, but not as much as they hate each other, with a few German-speaking bits bolted on, it's a mess. It attracts the ire of Europhobes everywhere, who mistake the bureaucracy and decision-making of the EU for that of Belgium itself. The sites of the First World War's trenches sit near the battleground of Waterloo - Europeans have always come here to fight each other, without asking the residents if that's OK.

*"Blimey, that's not going in the stew!
That's getting served with the stew!"
Four years out of date, it
was one of the finest beers I'd tasted"*

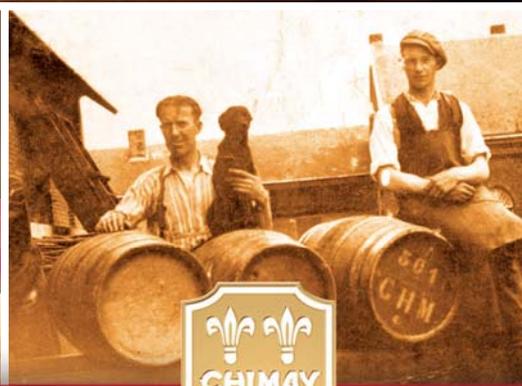
France has the Eiffel Tower. Britain has Big Ben. The US has the Empire State Building. Belgium, being Belgium, has a completely different take on what a phallic national symbol might be. The Manneken Pis is a two-foot-high statue of a small boy urinating. Even without the signs and souvenir shops, you'd be able to find it in the heart of Brussels by following the disappointed cries of "WHAT? Is that IT?" in a hundred different languages as tourists from around the world lower their cameras, deciding it's not worth the effort. The Manneken Pis smiles blindly back at them, delighted with himself, as only small boys urinating in public can be.

I love Belgium for this off-kilter attitude, for its apparent disregard of global convention and insistence on doing what it likes. This is the country that invented surrealism, and as I say every time I hold a tasting featuring Belgian beer, the artistic movement and the national drink must be related: one inspired the other, surely. It's just not clear which came first.

Belgian Style

One of the gravest errors of the recent 'Let There Be Beer' campaign (an error that is in the process of being corrected) was a classification of beers on their website that managed to create five different types of lager and then shunted all 'Belgian style beers' together into one category. That's like saying the major food groups are ready salted crisps, salt and vinegar crisps, cheese and onion crisps, and 'other food'.

Belgian beer is bizarre in its breadth and variety. If you haven't been to a classic Belgian bar such as Brugse Biertje in Bruges, the aforementioned Waterhuis, or Café Poechenellekelder (a word I one day hope to pronounce) just across the road from the Manneken Pis in Brussels, you haven't lived. And if a look through the beer list in these or thousands of other establishments doesn't make your heart race like a teenager tasting freedom for the first time, I'm afraid you simply don't like beer.



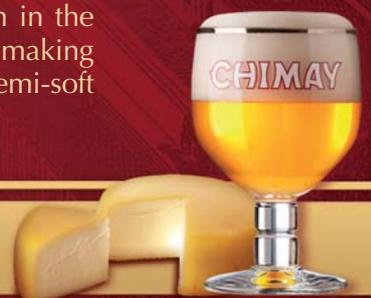
CHIMAY®

◆ Pères Trappistes ◆

In 1862, the monks of Chimay began to brew their first beer according to the monastic traditions of natural brewing and top fermentation followed by refermentation in the bottle. Later on, having acquired 50 purebred Friesian cows, the monks began making butter. In 1876, Brother Benedict went to France to learn how to make a semi-soft cheese: the Chimay "trappist" cheese was born!



ONLY A TRUE TRAPPIST PRODUCT CAN BEAR THIS LABEL



WWW.CHIMAY.COM



Beer writer Michael Jackson is often credited with discovering - or saving - Belgian beer. He had no idea what he was getting into when he first came across it. Visiting the Netherlands, he found a rich, dark beer that blew his mind, a beer he had no idea could exist. A fellow drinker at the bar told him that if he thought that was crazy shit, he should nip across the border. The beers down in Flanders were insane! For Jackson, a dull trip through a flat, featureless land into a country that's the timeless butt of 'boring' jokes was like riding the tornado into Oz. Beer had never been so exotic and colourful. So diverse. He told the world, and in doing so, breathed new life into the Belgian brewing industry.

Historical Myths

Because the truth is, Belgium was not immune from what was happening in the rest of the world.

People often mistakenly talk about the famous Trappist brewers as an unbroken tradition from the Middle Ages. This is not strictly true. While brewing is one of the core principles of monastic life laid down by St Benedict, the French Revolution stripped the monasteries of their wealth and power, and under Napoleon every single monastery in Belgium ceased brewing. The first commercially available Trappist beer - Westmalle - didn't appear until 1860. The Abbey of Scourmont, which brews Chimay, wasn't even founded until ten years before.

Bizarrely (this is Belgium remember) the global flirtation with the idea of prohibition helped shape the beer market here as surely as it did in America and the UK. Here, in 1919 spirits were banned but beer was not. This encouraged the growth of the strong beers for which Belgium is famous.

But here, just like everywhere else, through the twentieth century clean, delicate pilsner took hold. Lager brewing required new investment, and many small village or farm breweries either couldn't afford it or couldn't be bothered. Those who did invest



grew at their expense. By the time Jackson arrived, most Belgians were drinking lager, and most of the interesting stuff was being exported to France. Ageing brewers expected their businesses to die with them.

"This is the country that invented surrealism, and the artistic movement and the national drink must be related: one inspired the other, surely. It's just not clear which came first"

Tradition

The turnaround when the Belgian tradition was discovered was dramatic: despite appearances, over half the country's 120-odd brewers opened for business within the last 25 years.

This great tradition and variety is a lot more dynamic than we might think. And that's why, last time I visited Belgium, I soon found the brewers had been busy while I'd been neglecting them. In Gent Oostakker, a beer supermarket in the Flemish city's business district, my old favourites (Saison Dupont for one euro a bottle!) were joined by American hopped farmhouse beers, wood aged porters, stylishly packaged champagne beers, and special new vintages of traditional brown and red wild beers.

We had a car with a boot. I spent €318 on beer.

Belgian brewing is not a culture preserved in aspic, and it never was. Its craft beer scene is as vigorous and dynamic as any other in the world, and always has been. But there's that extra something, that faint hint of madness in the air, that means this tiny country will always have its own take on global beer trends.

If that dusty old bottle of Chimay was all Belgium had to offer, that would be enough. But there is so much more to enjoy.

Adrian Tierney Jones explains what's what in the world of Belgian beer, while on the following pages we list some of the most interesting brands available in the UK.

Abbey Ales Beers once brewed under the supervision of men of God, but now leased out to commercial brewers to produce. These beers are usually divided into two varieties: a dark coloured Dubbel and the blondish Tripel. Heavenly examples include Bosteels Tripel Karmeliet and Val-Dieu Tripel.

Trappist Beers Six Belgian breweries are entitled to carry the appellation 'Trappist' with the super sextet being Orval, Westvleteren, Westmalle, Chimay, Rochefort and Achel. Trappist beers are usually rich, complex and very individual beers that are served in stylish goblet-shaped glasses to help the drinker appreciate their wonderful aromas.

Lambic/Gueuze A handful of Belgian breweries produce this unique style of beer, where fermentation is carried out by 'wild' yeast before the beer is stored. Old and young lambics are blended to produce champagne-like gueuze, while cherries or raspberries are added to make tart fruit lambics. Cantillon and Boon are the leaders in their field.

Strong Ales Belgian brewers like to flex their muscles with some beers reaching 12% (Bush and St Bernardus Abt 12); meanwhile others are content to hover around 8.5/10%; try a glass

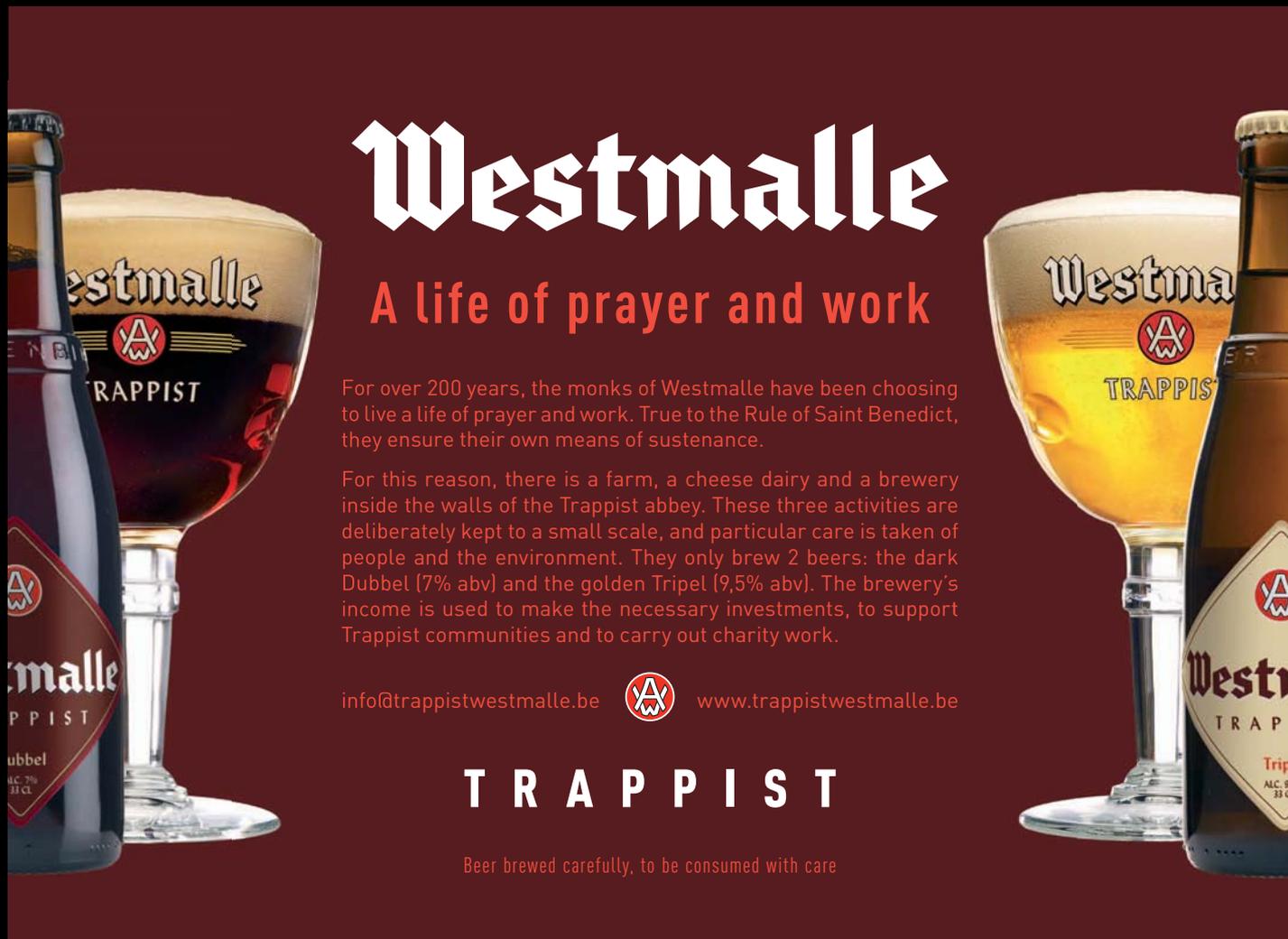
of the 9.5% Nostradamus and marvel at its rich, complex character. Some such as Malheur 12 are dark, while others like Duvel are light and golden. They've all got one thing in common: treat with respect.

Witbier Hoegaarden and its chunky glass led the revival of this old Belgian style (complete with spices such as coriander) in the 1980s, but since then a whole host of breweries have produced witbiers, including Abbaye des Rocs' silky, citrusy Blanche des Honnelles. Eminently refreshing beers that are naturally cloudy.

Flemish Brown/Red Sour-sweet beers that have been aged in wood, giving them a tart, acidic character that makes for a bracing pick-me-up or a magnificent accompaniment to all manner of dishes. Rodenbach Grand Cru and Petrus Oud Bruin are classic examples. Flemish browns are also used as the base for fruit beers from Lindemanns.

Saison These Wallonian beers have a history going back to seasonal farm brewing. However, saisons are now all-year brews and are a much appreciated beer style. Expect flinty, hoppy flavours and aromas with a dry, herby finish. Saison Dupont is the classic, while Jandrain-Jandrenouille's IV Saison has a more New World hop approach.

Pilsener Even though Belgium is noted for its eclectic beer styles home-grown lager remains the best seller. However, beyond the big brands there are some appetising Belgian Pilseners such as the crisp Bel Pils and bittersweet Bavik.



Westmalle

A life of prayer and work

For over 200 years, the monks of Westmalle have been choosing to live a life of prayer and work. True to the Rule of Saint Benedict, they ensure their own means of sustenance.

For this reason, there is a farm, a cheese dairy and a brewery inside the walls of the Trappist abbey. These three activities are deliberately kept to a small scale, and particular care is taken of people and the environment. They only brew 2 beers: the dark Dubbel (7% abv) and the golden Tripel (9,5% abv). The brewery's income is used to make the necessary investments, to support Trappist communities and to carry out charity work.

info@trappistwestmalle.be  www.trappistwestmalle.be

TRAPPIST

Beer brewed carefully, to be consumed with care



Beautiful Belgians

Achel Trappist 8%

From the newest Trappist brewery, a Blonde and a Brune are the main styles, and the beers are matured for a month before being released

Cave Direct 01622 710339
James Clay 01422 377560

www.cavedirect.co
www.jamesclay.co.uk

Affligem Abbey Abbey 7-9%

An authentic Belgian Abbey beer, brewed since the 12th century and now produced by Affligem Brewery under licence from the Benedictine monks.

Morgenrot Group 0845 070 4310

www.morgenrot.co

Agrum Bocq Fruit 3.1%

Naturally cloudy appearance the colour of pink grapefruits, the wheat aroma of this beer mingles with the natural fruity mandarin, grapefruit and lime. A perfect balance is achieved through the sweet and acid taste of the citrus fruits and a slight bitterness is released.

Pierhead 01322 662377

www.pierhead.uk.com

Apple Bocq Fruit 3.1%

Naturally cloudy colour verging on pale yellow. The aroma varies between apple and cinnamon on a bitter coriander and orange spiced base. The taste character is of tart apples with a sweet wheat undertone.

Pierhead 01322 662377

www.pierhead.uk.com

Bacchus Fruit 5-5.8%

Brewed by Van Honesbrouck in Belgium these fruit beers come in Framboise and Kriek varieties.

James Clay 01422 377560

www.jamesclay.co.uk

Belgoo Various 6.4-8.1%

A range of bottle conditioned ales from a new artisan brewery. Award winning beers include Arbo, Magus and Luppo as well as organic beers Biolo Amber and Blond.

Cave Direct 01622 710339

www.cavedirect.com

Blanche de Brussels Witbier 4.5%

You need only take a sip of this delicious drink to appreciate the fresh and mellow flavour with its hint of orange. It is really not like any other beer.

Cave Direct 01622 710339

www.cavedirect.com

Blanche de Namur Witbier 4.5%

Blanche of Namur was the daughter of John, Count of Namur. It is told that Magnus IV Eriksson, King of Sweden and Norway, was attracted by the young princess's beauty, when he was travelling to France in search of a prestigious wife. In memory of her beauty, her sweetness and her delicacy, the Brasserie Du Bocq dedicated a wheat beer to her: The "Blanche de Namur". Cloudy, smooth and mellow, the Blanche de Namur is a very high-quality wheat beer.

Pierhead 01322 662377

www.pierhead.uk.com

Boon Oude Geuze Geuze 7-8%

From a Belgian brewery in Lembeek, the village that gave Lambic its name. A blend of young and old lambic beers which is then matured for up to another year. Secondary fermentation occurs in the bottle (where it becomes a geuze). The characteristic champagne sparkle is accompanied by fruity grapefruit and ginger flavours.

PALM UK 0795 79 41 428 www.palmbreweries.com
Inn Express (Midlands) 01789 488 008 www.inn-express.com

Boon Framboise/Kriek Fruit Lambic 4-5%

World classic lambic fruit beers, macerated with 300g/litre of cherries (Kriek) or raspberries (Framboise) to create beers renowned for their huge bouquet and dry finish.

PALM UK 0795 79 41 428 www.palmbreweries.com
Inn Express (Midlands) 01789 488 008 www.inn-express.com
Cave Direct 01622 710339 www.cavedirect.com

Brugse Zot Blonde/Brune 6.0%

Translated as Bruges Fool. A Flemish golden beer, produced by brewing four different types of malt and two varieties of hop. The only beer that is brewed and lagered in Bruges, it is refermented in the bottle.

Cave Direct 01622 710339 www.cavedirect.com

Chimay Blue Trappist 9.0%

The Chimay Blue, which when sold in 75 cl bottles has the name of "Grande Réserve", is a dark beer with a powerful aroma, a complex taste and ages very well. Ideally served at cellar temperature. Bottle 33cl or 75cl

Fullers Brewery 0208 996 2190 www.fullers.co.uk
Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Chimay Gold Trappist 4.8%

Previously reserved for the monastic community, their guests and their colleagues, Chimay Gold is a highly fermented Trappist beer whose touch of hops and spicy aromas never fails to delight all who taste it. Ideally served chilled. Bottle 33cl -Keg 20L

Fullers Brewery 0208 996 2190 www.fullers.co.uk

Chimay Red Trappist 7.0%

The Chimay Red which, when sold in 75 cl bottles, is named "Première", is the original Chimay beer. It has a wonderful copper colour and a very fruity, mellow taste. Ideally served at cellar temperature. Bottle 33cl or 75cl - Keg 20L

Fullers Brewery 0208 996 2190 www.fullers.co.uk
Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Chimay Triple Trappist 8.0%

The Chimay Triple, which is the brewery's most recent creation, is labelled "Cinq Cents" in 75cl bottles. It is golden in colour, and succeeds remarkably in blending mellowness and bitterness. Ideally served chilled. Bottle 33cl or 75cl -Keg 20L

Fullers Brewery 0208 996 2190 www.fullers.co.uk
Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Cristal Pilsner Pils 4.8%

A light and easy drinking, Belgian Pils with a well-balanced malty flavour and light hoppy finish. Available on keg or bottled.

Cave Direct 01622 710339 www.cavedirect.com

De Koninck Ale 5.2%

One of the world's great draught beers produced in Antwerp De Koninck is a sparkling, spicier tasting and velvety smooth counterpart to a British bitter. The glass in which De Koninck is served is called a Bolleke, although this term is most colloquially used to refer to a glass filled with the beer itself. Available on draught and bottle

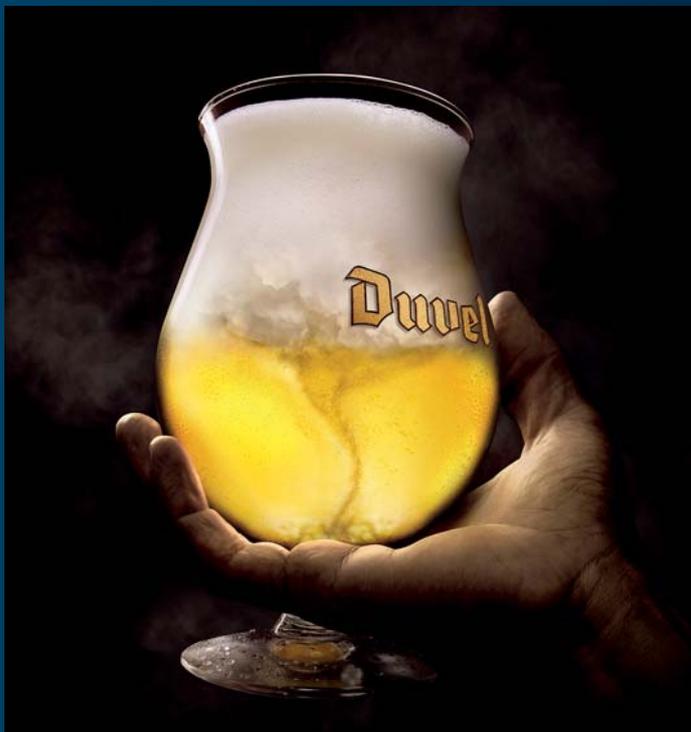
Duvel Moortgat 020 7729 7216 www.dekoninck.com
James Clay 01422 377560 www.jamesclay.co.uk

Delirium Tremens Strong Ale 8.5%

A strong golden ale that looks like a lager but is a complex pale ale. Eye catching bottles and glasses have pictures of pink elephants and green crocodiles.

Cave Direct 01622 710339 www.cavedirect.com





Deus Brut des Flandres **Strong Ale** **11.5%**

An exquisite beer brewed with barley in Belgium but re-fermented in the bottle, followed by traditional 'remuage' and 'degorgement' in the champagne region of France, 'Brut des Flandres' is the beer equivalent of champagne.

James Clay 01422 377560 www.jamesclay.co.uk

Duchesse de Bourgogne **Flanders Red** **6.2%**

A slightly tart and sour Flanders Red ale, brewed in honour of Mary of Burgundy, daughter of Charles the Bold

James Clay 01422 377560 www.jamesclay.co.uk

Duvel **Strong Ale** **8.5%**

A bottle conditioned, Golden Ale, Duvel is drunk through its thick, creamy head and provides a rich, complex, yet silky smooth palate. Duvel is a designated "Love Mark" brand and has achieved iconic status for its unique presentation (look out for the 'tornado' in the glass) as well as its superb taste. A perfect accompaniment to food or on its own for a "winding down" drinking occasion.

Duvel Moortgat 020 7729 7216 www.duvel.de
James Clay 01422 377560 www.jamesclay.co.uk

Duvel Single Fermented **Strong Ale** **6.8%**

With the refreshment and drinkability of a fine lager and the flavour and aroma of a fine ale. Brewed exactly like the Duvel bottle conditioned Beer, but with no second fermentation. Dry but elegantly hopped with a very refreshing and crispy taste. Always served in its own tulip-shaped ½ Pint glass. The huge, white fine head (a Belgian tradition) fills the glass to the rim and leaves a delicate 'Belgian lace'.

Duvel Moortgat 020 7729 7216 www.duvel.de
James Clay 01422 377560 www.jamesclay.co.uk

Estaminet Pils **Pilsner** **5.2%**

The latest example of PALM Breweries' craftsmanship. A thirst-quenching, refreshing golden-yellow pilsner with a subtle hop aroma, low alcohol content and distinct fruity flavour.

PALM UK 0795 79 41 428 www.palmbreweries.com
Inn Express (Midlands) 01789 488 008 www.inn-express.com

Floris **Fruit** **3.5-4.5%**

A wide range of wheat beers blended with other flavours such as fruit juices. Varieties include Apple 3.5%, Chocolat 4.2%, Strawberry 3.6%, Raspberry 3.6%, Honey 4.5%

Cave Direct 01622 710339 www.cavedirect.com
James Clay 01422 377560 www.jamesclay.co.uk

Fruli Strawberry **Fruit** **4.1%**

High quality Belgian fruit beer. It is a unique blend of white beer and strawberry juice. The juice complements the zestiness of the wheat beer and the result is a balanced and refreshing beer that is packed with strawberry fruit flavour

Cave Direct 01622 710339 www.cavedirect.com

Gauloise Red Fruits **Fruit** **8.2%**

A red beer with natural pink head and fine bubbles, brimming with natural red fruit aromas. A delicious combination of red fruit and traditional intense beer. Best served chilled and in moderation.

Pierhead 01322 662377 www.pierhead.uk.com

Grimbergen **Various** **6.5-10%**

There are 5 beers in the Grimbergen family, ranging from the Dubbel at 6.5% to the powerful Optimo Bruno at 10%. Distinctively different, they are all based on original recipes from the Abbey of Grimbergen

James Clay 01422 377560 www.jamesclay.co.uk

Karmeliet Tripel **Abbey** **8.4%**

Belgian Abbey Triple from the Bosteels Brewery, very refined and complex with hints of vanilla mixed with citrus aromas. It has the lightness and freshness of wheat, the creaminess of oats together with a spicy lemon dryness

James Clay 01422 377560 www.jamesclay.co.uk

Kasteel **Various** **4.5-11%**

A range of beers from the famous van Honsebrouck brewery named after the castle bought by the brewery and whose cellars are now used to mature their beers. The brewery is still owned and operated by the seventh generation of the van Honsebrouck family and produces Blonde, Brune and Triple beers as well as Brigand and St Louis kriel beer - which is also available on draught

James Clay 01422 377560 www.jamesclay.co.uk

Kwak Strong Ale 8.4%

A strong dark connoisseur's beer, with a hint of liquorice. Inspired by a coachman it is served in probably the most unusual glass in the world, in the shape of a stirrup.

James Clay 01422 377560
Matthew Clark 01275 891 400

www.jamesclay.co.uk
www.matthewclark.co.uk

La Chouffe Strong Ale 8.0%

A top fermenting, hazy, yellow-gold beer with a touch of coriander and hops, this is the main brand from the highly acclaimed Achouffe micro brewery which also includes McChouffe and Houblon Chouffe (Belgian IPA)

Duvel Moortgat 020 7729 7216
James Clay 01422 377560

www.achouffe.be/en
www.jamesclay.co.uk

Leffe Abbey 6.5-9.0%

The leading Abbey beer in the UK, the brand is available in 5 varieties: Blonde, Brune, Triple and Radieuse/Vieille Cuvée and 9. Each of these unique brews is made by craftsmen who rely on hundreds of years of brewing competence and tradition. Best served in its unique half pint stemmed glass. A dry, fruity, lightly spiced beer, full and creamy - a perfect balance of strength and subtlety.

James Clay 01422 377560
Matthew Clark 01275 891 400

www.jamesclay.co.uk
www.matthewclark.co.uk

Liefmans Cuvee Brut Fruit 6.0%

Based on 'oud bruin' beer this exceptional beer is macerated with fresh whole cherries, matured for a year then blended with both Oud Bruin and Goudenband to produce a well-balanced, sour and sweet Kriek of great complexity.

Duvel Moortgat 020 7729 7216
James Clay 01422 377560

www.liefmans.be
www.jamesclay.co.uk

Liefmans Fruitesse Fruit 4.2%

A unique fresh fruit beer maturing on cherries for 18 months and then blended with natural fruit juices for a pleasantly sweet, sparkling refreshing beer. It retains these delicious flavours whilst served over ice "Liefmans on the rocks".

Duvel Moortgat 020 7729 7216
James Clay 01422 377560

www.liefmans.be
www.jamesclay.co.uk

Liefmans Goudenband Strong Ale 8.0%

A brown beer of high fermentation, brewed with special malts. A dry complex matiness with fruity caramel notes

Duvel Moortgat 020 7729 7216
James Clay 01422 377560

www.liefmans.be
www.jamesclay.co.uk

Lindemans Lambic/Fruit 2.5-5.0%

A range of Lambic beers or spontaneously fermented beers, are among the world's rarest. Produced in a similar way to champagne, and matured in oak for nearly two years

Cave Direct 01622 710339
James Clay 01422 377560

www.cavedirect.com
www.jamesclay.co.uk

**Maredsous Abbey 6-10%**

The authentic abbey beer of the Benedictine monks of the Abbey of Maredsous in the Belgian Ardennes, still brewed to the original recipe and under close supervision of the Abbeys community. The three styles of this fine Abbey beer (Blonde, Brune and Triple) provide excellent accompaniments to food. Available on draught and bottle

Duvel Moortgat 020 7729 7216
James Clay 01422 377560

www.duvel.de
www.jamesclay.co.uk

Mongozo Fruit/Pils 3.5%

Easy drinking Fair Trade white fruit beer in Banana, Mango and Coconut flavours, and a gluten free, organic pilsner

Cave Direct 01622 710339

www.cavedirect.com

Mort Subite Lambic Fruit/Gueze 4.5%

Lambic Kriek and Gueze beers, Bottles have corks and wired tops to illustrate the beer's champagne qualities

Morgenrot Group 0845 070 4310

www.morgenrot.co

Orval Trappist 6.2%

A very dry, herby beer which is ideal as an aperitif and characterised by a bouquet of fresh hops, with a fruity note and pronounced bitterness - a genuine Trappist ale, distinctive in its skittle shaped bottle.

Cave Direct 01622 710339
James Clay 01422 377560

www.cavedirect.com
www.jamesclay.co.uk



Palm Ale 5.2%

The best selling ale in Belgium, from a family run brewery that dates back to at least 1747. Ale in style, amber in colour, PALM is a well-balanced and easily-drinking beer that is full flavoured up front, but with a nice clean finish. The PALM malts determine its honey-like mellowness. PALM's own selected yeasts give it a fruity yeast aroma. Fine aroma hops from Kent result in subtle harmony. "Speciale Belge" is the quality Belgian beer of the early 20th century

PALM UK 0795 79 41 428 www.palmbreweries.com
Inn Express (Midlands) 01789 488 008 www.inn-express.com

Red Bocq Fruit 3.1%

Bright Red beer with natural pink head. The wheat of this beer mingles with the natural fruity flavours of the read fruits that are made up of cherry, strawberry, plum and blackcurrent.

Pierhead 01322 662377 www.pierhead.uk.com

Rocheport Trappist 7.5-11.3%

Top-fermented, bottle-conditioned beers brewed within the abbey in Rocheport, Belgium.

Cave Direct 01622 710339 www.cavedirect.com

Rodenbach Flanders Red 5.2/6.0%

The definitive example of a Flanders red beer. Aged in oak barrels to give the beer its sour, tart taste & unusual red colour. Also available is a Grand Cru version which consists of 1/3 of young beer & 2/3 of beer that has aged in oak for two years. The result is a complex beer similar to a Grand Cru wine. "Exclusive limited editions like RODENBACH Vintage and RODENBACH Caractère Rouge are occasionally available"

PALM UK 0795 79 41 428 www.palmbreweries.com
Inn Express (Midlands) 01789 488 008 www.inn-express.com

Rosarda Rosé Beer Speciality 4.3%

It has a base of two premium beers: Belgian-style white beer and a special Belgian barrel-aged beer, which are blended with the juice of red summer berries. This brewing process creates a beer that has a balanced, refreshing, fruity character with just a hint of light hoppy notes in the finish. It is agreeably sweet and quaffable with a tingle of carbonation.

SBD Brands Ltd 01788 891735 www.sbdbrands.com

St Bernadus Abbey 10%

A traditional abbey ale, brewed in the classic style of Belgium's Trappist monks.

Cave Direct 01622 710339 www.cavedirect.com

St Stefanus Blonde/Grand Cru Abbey 10%

With roots dating back to 1295, it's brewed with three different yeasts and matured for at least three months.

Miller Brands 01483 264100 www.st-stefanus.com

Saison Silly Saison 5.0%

From the Walloon region of Belgium, Silly is the name of the village where the beer is made. It is a well hopped, slightly sour beer with a soft palate.

James Clay 01422 377560 www.jamesclay.co.uk

Steenbrugge Abbey 5.0-8.7%

STEENBRUGGE Abbey beers are authentic abbey beers originating from the historic Abbey of STEENBRUGGE, dating back to 1084. There are four varieties of STEENBRUGGE Abbey beer: Wit, Blond, Dubbel Bruin and Tripel. Each and every one of them is a quality beer with top-fermentation, undergoing a secondary fermentation in the bottle. Available either bottle conditioned or on draught.

PALM UK 0795 79 41 428 www.palmbreweries.com
Inn Express (Midlands) 01789 488 008 www.inn-express.com

Stella Artois Black Pils 4.9%

Imported from Stella Artois' home in Leuven, Belgium exclusively for the UK On Trade. Brewed in the classic continental style, using only the finest ingredients and flavoured with citrus peel and coriander. Matured for longer to offer a rich, rounded, full-bodied flavour.

InBev 01582 391166 www.inbev.com

Straffe Hendrik Triple Strong Ale 9%

The last authentic Tripel Style Beer brewed in Bruges. Revived in 2008 it is being brewed according to the original recipe with a combination of 6 different kinds of malt creating a rich bitter ale

Cave Direct 01622 710339 www.cavedirect.com

Timmermans	Lambic/Fruit	4-5.5%
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These Lambic beers are available in Framboise, Gueuze, Kriek, Blanche, Peche and Strawberry varieties

James Clay 01422 377560

www.jamesclay.co.uk

Troubador	Strong Ale	6.5%
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A top fermented bottle conditioned golden ale with fruity aromas and a hoppy, spicy taste, from one of Belgium's newer breweries, the Three Musketeers.

Cave Direct 01622 710339

www.cavedirect.com

Vedett Extra Blond	Pils	5.2%
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The anarchic, alternative and trendy blonde beer is a light; well hopped imported premium pilsner. Vedett is a huge success in Belgium - what followed was a UK launch and an imaginative and creative marketing campaign that captures the essence of the brand and its unique proposition of the back label - everyone has the ability to be a star. The bottle has a quirky, retro style front label but it is the back label that the brand's core message can be found. Vedett translates literally as "Star" in both Flemish and French and every back label features an image that has been uploaded to Vedett.com. Available on draught and bottle.

Duvel Moortgat 020 7729 7216

www.vedett.com

James Clay 01422 377560

www.jamesclay.co.uk

Vedett Extra White	Witbier	4.7%
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A unique beer refermented in the bottle and keg for one week. It has a delicious refreshing taste, surprisingly crisp, punctuated with a citrus like zest, rounded with a mildly bitter taste and dry finish. Available on draught and bottle

Duvel Moortgat 020 7729 7216

www.vedett.com

James Clay 01422 377560

www.jamesclay.co.uk

Westmalle	Trappist	7.0-9.5%
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The Trappist Abbey of Westmalle, near Antwerp, has been brewing beer for over 150 years and is regarded as being responsible for the increasing popularity of Trappist beers. They make only two beers for commercial purposes: Dubbel (7%) a dark, reddish-brown beer with a creamy, fragrant head. The flavour is rich and complex, herby and fruity with a fresh-bitter finish brewed with natural ingredients. And Tripel (9.5%) a clear, golden yellow beer with a fruity aroma & nuanced hop scent; an exceptional beer with finesse and elegance.

Cave Direct 01622 710339

www.cavedirect.com

James Clay 01422 377560

www.jamesclay.co.uk

Witcap Stimulo	Strong Ale	6.0%
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A golden Blond Abbey ale with a dense head and palate, and sweet dry, hoppy aroma's

Cave Direct 01622 710339

www.cavedirect.com





Take it from the Bridge

World Beer Pioneer

Cask ale specialists are no longer a rarity, and to ensure their pub remains head and shoulders above its competitors, a Somerset couple proves that World beers are not just for city bars. Adrian Tierney Jones is a happy regular

Kenny and Rachel McDonald took over Dulverton's riverside Bridge Inn at the end of 2006, after the pub had been closed for a few months - a tough call for anyone, let alone a couple with a baby on the way.

However, the McDonalds soon turned it around, using a mixture of cask beer and good locally produced grub to entice both locals plus the visitors that the small Exmoor town of Dulverton attracts. 'Great ales, good food... a little taste of Exmoor' went their motto.

The pub continues to be busy and the McDonalds have shown the way forward on how to create a successful community pub. The Bridge is now a Good Beer Guide stalwart, a CAMRA Somerset Pub of the Season award winner and has featured in several newspapers and magazines.

Beer at the Heart

The decision to put cask beer at the heart of their drinks selection has been key to their success. There are up to 4 beers on at any

time (5 during the summer season, and there's also a beer festival at Whitsun), featuring West Country staples such as Exmoor and Otter, alongside beers from the likes of Dark Star, Arbor, Otley and Harbour, giving a lively snapshot of some of the most assertive artisanal breweries of the West Country and beyond. The pub also stocks St Austell's craft lager Korev.

However, Kenny McDonald has gone one step further on the beer selection and has made The Bridge a beacon of world beer on the edge of the Exmoor National Park.

To get a flavour of this innovation, call in one weekend afternoon, after the lunch trade has gone, and chances are you'll see the odd contemplative drinker, hand clasped around the stem of a chalice, head deep in a book or newspaper.

"Out here people are always shocked that such great beers come from the US where they consider American beers to be Budweiser and the like"

On the table in front of them, might be the classic Trappist beer Orval or the bittersweet strong Belgian beer Kwak with its esoteric glass and wooden bracket.

Other selections could be Chimay Red, Duvel, Westmalle Dubbel and flying over from the USA, Flying Dog Snake Dog, Sierra Nevada Pale Ale and Brooklyn Lager.



Brooklyn Lager is one of their best sellers amongst the world beers range, says Kenny McDonald. ‘Out here people are always shocked that such great beers come from the US where they consider American beers to be Budweiser and the like.’

“We’re always keen to stock things that others don’t, to give us as many points of difference as possible from every other pub out here”

Sometimes obsessive beer commentators forget that there is life outside the big cities, and that not everyone has a similar knowledge of beer to themselves. For those that live in London and frequent so-called craft beer bars, The Bridge’s selection might be seen as moderate, disappointing even. However, out here in the rural boondocks of Somerset, these beers are rare and wonderful visitors.

A World Apart

‘We’re always keen to stock things that others don’t, to give us as many points of difference as possible from every other pub out here,’ says Kenny. ‘Also we go to London and other big cities fairly regularly and can see the market going that way. People don’t want to see the same beers they can buy in Tesco’s for a pittance. The criteria were to find beers that we loved, that we could get a regular supply of (not always easy in the country) and that weren’t seen in any other pubs nearby.’

He’s certainly onto something as there are no pubs in the area that stock such a vibrant range of world beers. For that reason he’s seen as a pioneer, something the local CAMRA branch picked up on

when they awarded the Bridge their Autumn Pub of the Season. ‘One of the things the judges mentioned in their citation,’ recalls Kenny, ‘was our great range of bottled beers along with the hand-pulled ales.’

Branded Glasses

Naturally, the world beers are served in their own branded glasses wherever possible, which sometimes makes for interesting conversations at the bar when Kwak is served. ‘It all adds to the theatre,’ says Kenny, though he says that there are no plans to mirror some bars in Belgium and ask customers to leave a shoe behind the bar whenever a beer with an ornate glass is ordered.

“There are no plans to mirror some bars in Belgium and ask customers to leave a shoe behind the bar whenever a beer with an ornate glass is ordered”

As well as providing a diverse selection of beers, McDonald also takes an educative approach with the branded glasses, training staff to know about the beers and recommending them with dishes on the menu. It’s definitely something he would recommend to any licensee, especially as these are beers that can sell at a premium while their alcoholic strength means that they’ll last longer in the fridge.

However, he does sound a cautionary warning: ‘Make sure you do it properly: get the glasses, learn about the beers and taste them. It all sounds so obvious, but it’s no good sticking a few bottles in a fridge and just hoping they sell.’



Natural Born Americans

Anchor Steam

B D 4.8%

With its roots in California's Gold Rush, the Anchor Brewery is an American icon, and was one of the earliest to venture over to the UK. A range of beers are available, including their signature beer, Anchor Steam. One of San Francisco's most famous exports is virtually handmade, with an exceptional respect for the ancient art of brewing. Other ales include Liberty Ale and Old Foghorn, as well as a remarkable Porter which uses specially roasted malts, a top-fermenting yeast and fresh whole hops.

James Clay 01422 377560

www.jamesclay.co.uk

Blue Moon

B D 5.4%

Originally brewed as Bellysilde Belgian White back in 1995, this unfiltered beer has a distinctive slightly sweet orange taste and is made from a combination of malted barley, white wheat, and oats. Recommended to be served with a slice of orange to enhance the orange flavour - and catch the eye

Molson Coors 0845 6000888

www.molsoncoors.com

Matthew Clark 01275 891 400

www.matthewclark.co.uk

Brooklyn Lager

B C D 5.2%

A brewery that retains its craft credentials despite being a global phenomenon. Brewmaster is Garrett Oliver, author of the Oxford Companion to Beer and one of the world's leading brewing experts. The best known beer is the award winning Brooklyn Lager, which is dry hopped and has a superb balance of sweet malt and crisp bitter hops. Also available in the UK are an IPA (6.8%) and a Brown Ale (5.6%), as well as the luscious Black Chocolate Stout (10%)

James Clay 01422 377560

www.jamesclay.co.uk

Matthew Clark 01275 891 400

www.matthewclark.co.uk

Dominion Beach House Pilsner

B D 5.2%

Brewed in the US with all natural ingredients, this crisp and refreshing Pilsner is Dominion's answer to summer Bo Ho chic. Uses Perle, Tettanger and Saaz hops to bring subtle extra flavour. Pairs well with salads, baked chicken, whitebait, spicy Asian cuisine & a summer barbeque.

Heathwick 01264 854152

www.dominionbeers.co.uk

Dominion Cherry Blossom Lager B D 5.2%

Launching in spring 2014, Dominion's Cherry Blossom is conditioned on 300 pounds of Michigan cherries for 48 hours. The result is a delightfully effervescent, blushing brew with a tart finish. Made with Perle and Tradition hops, it resembles cherry champagne. Try it alone or with salads, chicken, barbeques, almonds or tiramisu.

Heathwick 01264 854152 www.dominionbeers.co.uk

Dominion Gigi Farmhouse B 7.2%

Carrying 18 IBUs this Belgium inspired Farmhouse ale (saison) enjoys a healthy US influence. Sweet at first, due to the pilsner, oat and wheat malts, the subtle effect of Bravo, Select and Cascade hops go on to add spice and a little mystery.

Heathwick 01264 854152 www.dominionbeers.co.uk

Dominion Hop Mountain Pale Ale B D 6.3%

Fast becoming a favourite amongst discerning British beer drinkers, this USBTC "Grand Champion" is a rich, red American Pale Ale with a strong hop character, medium body, dry finish and floral hop aroma. Pairing particularly well with Pan Asian cuisine and poultry, this charismatic brew holds its own against spicy cuisine.

Heathwick 01264 854152 www.dominionbeers.co.uk

Dominion Oak Barrel Stout B D 6.1%

Roasted and smoked malts create an intricate foundation, whilst the method of dry hopping with vanilla beans pushes the depth of this stout's flavour spectrum even further. D deservedly voted "Best beer in Delaware" by Delaware's News Journal, it is great with oysters, clams, brie cheese & chocolate.

Heathwick 01264 854152 www.dominionbeers.co.uk

Dominion Oktoberfest D 6%

This autumn brew is a traditional Maerzen style lager using eight types of German malts and four hop varieties to create a smooth, amber-coloured fest beer that pairs well with spicy cuisine, hearty stews and bratwurst. Limited supply so pre-orders are advisable.

Heathwick 01264 854152 www.dominionbeers.co.uk

Flying Dog Snake Dog IPA B D 7.1%

A Colorado-style IPA, power hopped with speciality hops from the Pacific Northwest. This is the brewery's hop monster with an intense citrus fruit aroma. Also available in the UK are Doggie Style, a classic American pale ale, Gonzo Imperial Porter and the 20th anniversary brew Raging Bitch – an American IPA brewed with Belgian yeast.

James Clay 01422 377560 www.jamesclay.co.uk

Fordham Copperhead Ale B D 5.2%

Copperhead is Fordham's flagship brew known for its balanced flavour and impeccable smoothness, blending caramelised malted barley with pronounced hop character to create a delicate copper hue. The beer is Fordham's invite to 'free thinkers' to enter the world of American craft beer. Great with burgers or pulled pork, smoked sausage, grilled salmon, aged Gouda or crumbly Cheshire. Dessert-wise, try it with almond or maple-walnut cake, pear fritters or cashew brittle.

Heathwick 01264 854152 www.fordhambeers.co.uk

Fordham Gypsy Lager B 5.4%

New for 2013, Gypsy is a clean and refreshing artisan lager. Brewed in the US, it uses four different grains (Pilsner, Carafoam, Vienna and Munich) and three hop varieties to create an intricate and flavoursome profile. As a food accompaniment it pairs well with salads, pork, seafood and mild cheeses. For pudding it's delicious with blueberry trifle or cranberry and apple crumble.

Heathwick 01264 854152 www.fordhambeers.co.uk

Fordham Rams Head IPA B D 7.5%

Aggressively hopped West Coast style IPA. Asserting its dominance with 75 IBUs, this beer contains pale, Munich and rye malts, as well as Bravo, Chinook and Motueka hops. Representing a departure from Fordham's characteristic session-ability beers, Rams Head challenges drinkers to "Defy the ordinary. Take life by the horns."

Heathwick 01264 854152 www.fordhambeers.co.uk

Fordham Spiced Harvest Ale D 6.6%

Made in limited quantities, this autumn brew encapsulates the spirit of Harvest and adds something unique to any Halloween party. Light amber in colour with a medium body, the beer is spiced with cinnamon, ginger, clove, allspice and that all important ingredient...pumpkin. Try it with turkey, ham, braised vegetables, Monterey Jack or Swiss cheese, pumpkin pie, New York cheesecake or cinnamon strudel. Yum!

Heathwick 01264 854152 www.fordhambeers.co.uk

Fordham Wisteria Wheat B D 5%

Brewed in the USA, Fordham Wisteria Wheat is an easy drinking, golden unfiltered and unique wheat ale. Medium bodied with a soft, velvety carbonation and a slightly tart finish. As a food accompaniment it pairs well with fresh salads, seafood and grilled chicken, tangy and sharp cheeses as well as citrus style desserts.

Heathwick 01264 854152 www.fordhambeers.co.uk

Fordham Copperhead Ale**5.2%**

Copperhead is Fordham's flagship brew known for its balanced flavour and impeccable smoothness, blending caramelised malted barley with pronounced hop character to create a delicate copper hue. The beer is Fordham's invite to 'free thinkers' to enter the world of American craft beer. Great with burgers or pulled pork, smoked sausage, grilled salmon, aged Gouda or crumbly Cheshire. Dessert-wise, try it with almond or maple-walnut cake, pear fritters or cashew brittle. Available year round in 355ml bottles or 30 litre kegs

Heathwick 01264 854152

www.fordhambears.co.uk**Goose Island****4.2-7%**

American craft brewer producing a range of bottled ales and wheat beers, both permanent and seasonal. Best known for the IPA which is quite simply a hop lover's dream.

James Clay 01422 377560

www.jamesclay.co.uk**Kona Hawaii Big Wave Golden Ale****B 4.4%**

A light bodied golden ale with a tropical hop aroma and flavour, smooth, easy drinking and refreshing. The use of caramel malt contributes to the golden hue and the special blend of hops provides bright quenching finish.

Cave Direct 01622 710339

www.cavedirect.com**Kona Hawaii Fire Rock Pale Ale****B 5.9%**

A crisp, refreshing "Hawaiian-style" pale ale. Its signature copper colour results from the unique blend of specialty roasted malts. The pronounced citrus-floral hop aroma comes from the liberal amounts of Galena, Cascade & Mt.Hood hops added to each brew.

Cave Direct 01622 710339

www.cavedirect.com**Kona Hawaii Longboard Lager****B D 4.6%**

A smooth refreshing lager fermented and aged for five weeks at cold temperatures to yield its exceptionally smooth flavour. A delicate, slightly spicy hop aroma complements the malty body of this beer. As they say back home in Hawaii - this beer is liquid Aloha!

Cave Direct 01622 710339

www.cavedirect.com**Lagunitas IPA****B D 6.2%**

One of America's fastest growing brewers, Lagunitas (pronounced lah-goo-KNEE-tuss) started life in a kitchen 20 years ago. The renowned IPA which is the brewery's main product, started life as a seasonal beer but is now a huge seller in the USA, leading the brewer to set up a second brewhouse. This extra capacity means it will become more easily available in the UK, initially just the IPA and a seasonal brew, but a second permanent one is planned for the future.

Adnams 01502 727200

www.adnams.co.uk**Lone Star****B 4.7%**

The finest hops from the Pacific Northwest, hearty grains from the Central and Northern Plains, malted barley and corn extract combine to provide Lone Star with nature's finest ingredients for brewing. The choicest hops lend complexity and aroma to this beer, and its proprietary mashing regimen creates the perfect balance of alcohol, body and character.

Pierhead 01322 662377

www.pierhead.uk.com**Odell****B 4.8-7.0%**

Colorado based brewery producing Pale Ales and a Porter

Vertical Drinks 0113 345 8835

www.verticaldrinks.com**Pabst Blue Ribbon****B 4.7%**

An American style Premium lager crafted with a hefty infusion of 6 row barley carefully balanced with domestic hops blended with an imported Yugoslavian variety to create a truly unique flavour. Fermented with a pure culture yeast and aged at high gravity. PBR is cellared and finished to a smooth robust likeness of a fine Pilsner. Pabst brewery has won more awards at the Great American Beer Festival than any other brewery.

Pierhead 01322 662377

www.pierhead.uk.com**Red Hook Long Hammer****B D C 6.2%**

An exceptional American style IPA from one of the founders of the US craft beer movement.

Cave Direct 01622 710339

www.cavedirect.com**Sierra Nevada Pale Ale****B D 5.6%**

Considered one of the best craft breweries in the US, its flagship Pale Ale has a fragrant bouquet and spicy flavour thanks to generous quantities of premium Cascade hops. Amber in colour and exceptionally full-bodied with a complex character. The Californian brewery exports a range of craft beers. Also available are an American-style Porter, a Stout and an American-style cloudy Wheat beer.

Vertical Drinks 0113 345 8835

www.verticaldrinks.com



The United States of Beer

American beer has taken the whole world by storm, with its strong hop led bitterness nuanced with citrus and tropical fruits, US brewers have added new dimensions to traditional beer styles says Matt Gorecki

In the 8 years that I've been working at North bar, US craft beer has gone from an exciting curiosity to the leading light in the world beer scene.

Initially the beers that made it to the UK from US micro breweries were very much adaptations or copies of styles almost forgotten in Europe - a combination of old world tradition and new world hops.

"Once they'd imbibed everything on offer ambitious US brewers started reviving older styles and crucially adapting them for a modern market"

I was first introduced to US beer through Anchor Porter which is a malty, chocolatey and utterly delightful stone cold classic, and up there with the greats. For years I saw the US as great imitator of classic world beer styles, every brewery did a British inspired porter and a pale ale, usually a German inspired Hefeweisse maybe a

Belgian wit. Yet experimentation and diversity of choice is the North American stock in trade, and once they'd imbibed everything on offer ambitious US brewers started reviving older styles and crucially adapting them for a modern market.

The two styles that confirmed the US as world leader were IPA and Imperial stout, recreating long forgotten British recipes for strong ales that were made to travel far and satisfy once they reached their destination. The US took these forgotten styles and approached them in an uncompromising manner with bucketfuls of their native hops, hops which are some of the finest and most flavourful in the world. Packed full of upfront bitterness and those citric and tropical fruit flavours, home grown US hops brought bright new flavours to the British market and inspired a new generation of enthusiasts and brewers.

Get on the US Beer Wagon

The easiest route to get on the US beer wagon is to take a tip from some of the brilliant independent beer bars across the UK, which are usually well stocked with a combination of classic US beers as well as a smattering of rarer treats and oddities. The Great British Beer Festival usually has considerable representation from the US,

American Craft



and regularly has beers specially brewed for the occasion. Such is the wont of the GBBF you may find US beers on cask too - the US tends to focus on bottled and keg beer so this is really a treat.

If your usual supplier doesn't have anything decent to offer, contact one of the listed beer specialists or check out some of the UK's brilliant online retailers who'll deliver beer straight to your door, such as Beer Ritz, Beers of Europe or Beer Merchant who all have a comprehensive selection.

“Andreas Falt, the US Brewers Association Ambassador, points to session IPAs or lower ABV beer making considerable headway, thanks to their comparative drinkability”

If you really want to become an expert, take a trip to the Great American Beer Festival in Denver! Held in October it's a complete immersion in US craft beer and everyone who considers themselves an aficionado should probably visit at least once.

New Trends

As the UK beer drinking community becomes more enlightened, a broader consumer interest is developing for American beer, and the new trends filtering across are adding significantly to the beer canon.

Andreas Falt, the US Brewers Association Ambassador, points to session IPA's or lower ABV beer making considerable headway, thanks to their comparative drinkability. This reflects the trend toward drinking less but drinking better.

Of course, one of the big pluses of the first wave of US beers to hit these shores were their advanced ABVs, rattling the session culture

and encouraging more thoughtful drinking and a little bit more respect for the beer as opposed to just sinking pints and pints.

Sour beers and beers brewed with the wild yeast *brettanomyces* are a niche that is growing steadily year on year.

In the last couple of years cans have made a lot of noise and are still growing. In fact 11% of all American Craft Brewers are canning today. The appeal of cans in particular is freshness, as light affects hop bitterness a sealed package is incredibly useful to brewers who want the beer to taste as good as it does in the brewery.

The Quality Issue

One of the biggest issues for all craft beer, not just from the US, is the quality. The beer needs to be treated well, all the way from brewery to consumer. That includes importer, distributor and at the retail end. The brewers are putting a lot of effort in producing the best possible brew but then it can be ruined by bad handling and sloppy service. This is something we all have to look at to make sure that the beer tastes as good in the consumer's glass as it does at the brewery.

If in doubt look for key brands; Brooklyn, Sierra Nevada and Anchor led the way in the early years and are ultra consistent and reliable. Stone (hop forward, ultra bitter), Flying Dog (strong, full, exciting), Odell (UK-inspired ultra well balanced), Maui (loads of bonkers tropical twists on classics) have become established in the UK market recently and the newest wave of US beer is being headed up by the likes of Founders, Sly Fox and incredibly solid brews courtesy of Fordham and Old Dominion.

With almost 3000 active US craft breweries, and more planned in the coming year, there's a hell of a lot of beer due to land on these shores. Make sure you get some in for your customers

Fordham & Dominion



John Porter looks at a range of craft beers from the US that includes both sessionable beers and stronger, more complex styles.

While the enthusiasm of American craft brewers is a strong element in their appeal, in some cases the complexity of their beers can also be a barrier to taking these beers beyond a core audience of enthusiasts.

Heathwick, UK distributor of beers from the Fordham Brewing Company and Old Dominion Brewing Company, believes the solution is to offer stepping stones which enable consumers to discover craft beer at their own pace.

This approach reflects the mainstream appeal and heritage of the breweries in the USA. Fordham traces its name back to Benjamin Fordham, given a licence to brew in the colonial port of Annapolis by Queen Anne in 1703, with the brewery revived in 1995.

Old Dominion, a colonial nickname for Virginia, began as a microbrewery in 1989. The two growing businesses joined forces in 2007, and since 2009 have brewed at a purpose-built site in Dover, Delaware.

Diversity is the Key

Heathwick has maximised the diversity of beers available across the two brands to create its tiered approach to marketing the range in the UK. Graham Richardson, general manager of Heathwick, says: "The key to the long-term growth of craft beer in the UK will be to feature sessionable beers with an appeal to mainstream beer drinkers alongside the more quirky, stronger brews that understandably attract the most attention from the beer bloggers."

Fordham Brewing Company

At the heart of the offer is Copperhead, a balanced 5.2% ABV ale which has built an appeal in UK outlets ranging from craft beer bars to food-led operations, including US burger and diner-style restaurants. Joining the Fordham range in January 2014 is Gypsy, a refreshing 5.4% ABV Bavarian-style lager.

For more dedicated hopheads, Fordham's Rams Head IPA is a 7.5% ABV West Coast style IPA with a distinctive hop character and a slogan challenging drinkers to "Defy the ordinary. Take life by the horns."

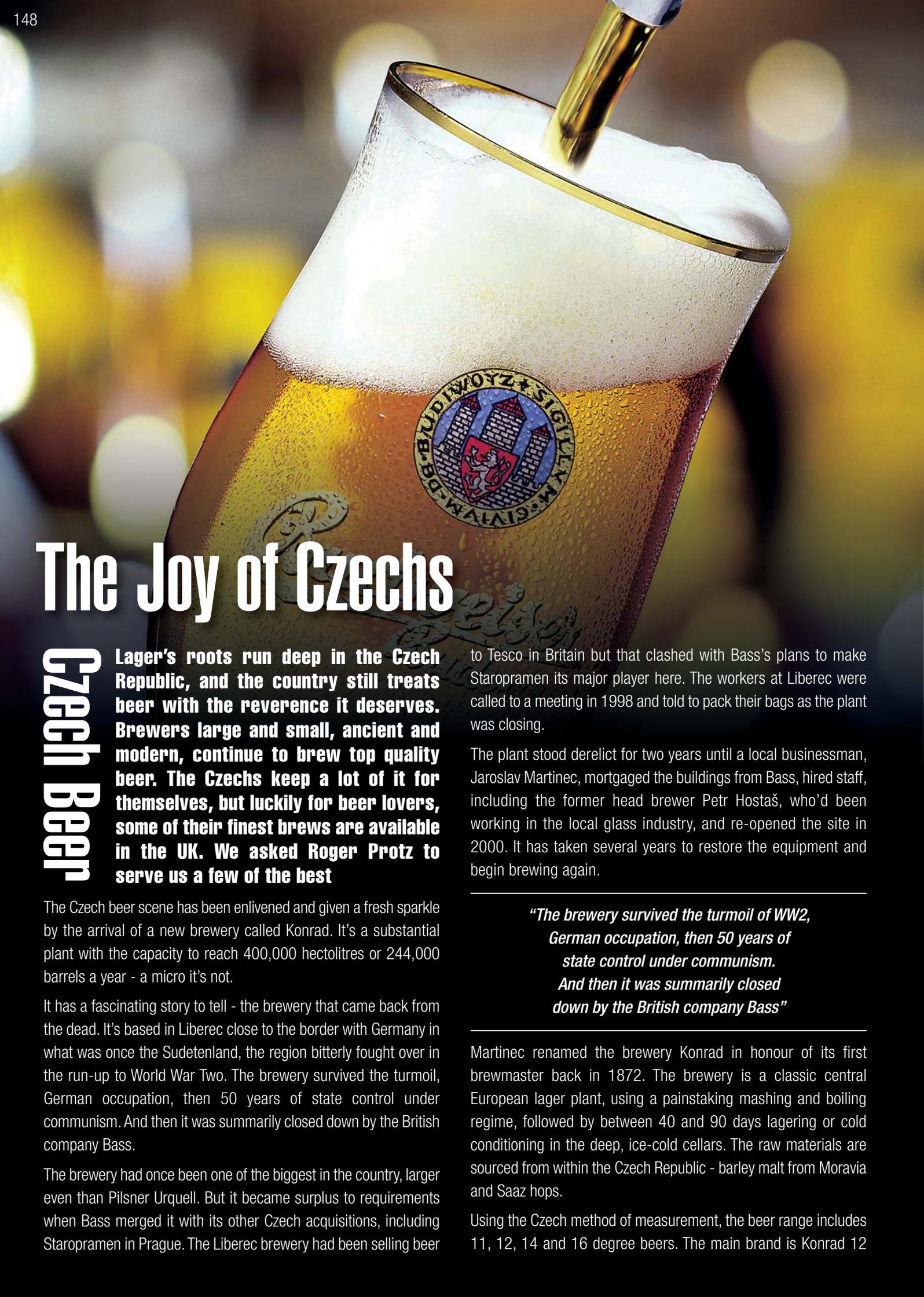
The UK launch will coincide with a redesign for Copperhead, which alongside Gypsy will bring consistency across the range. For keg stockists, distinctive new tap handles will give the beers strong standout on the bar.

Old Dominion Brewing Company

The Fordham range is complemented by Old Dominion brews with a real appeal to beer connoisseurs, including 6.1% ABV Oak Barrel Stout, 6.3% Hop Mountain American Pale Ale, and 5% Dominion Beach House Pilsner.

Heathwick complements the range with seasonal beers such as Cherry Blossom Lager, available from March 2014, and also imports four Dominion American craft sodas, including Root Beer, Black Cherry, Creamy Orange and Ginger Ale, which appeal to bars looking for an alternative soft drinks range.

Richardson sums up: "Across our permanent and seasonal ranges we have beers with a very broad appeal, enabling on-trade operators to tap into the growing appeal of craft beer."



The Joy of Czechs

CZECH BEER

Lager's roots run deep in the Czech Republic, and the country still treats beer with the reverence it deserves. Brewers large and small, ancient and modern, continue to brew top quality beer. The Czechs keep a lot of it for themselves, but luckily for beer lovers, some of their finest brews are available in the UK. We asked Roger Protz to serve us a few of the best

The Czech beer scene has been enlivened and given a fresh sparkle by the arrival of a new brewery called Konrad. It's a substantial plant with the capacity to reach 400,000 hectolitres or 244,000 barrels a year - a micro it's not.

It has a fascinating story to tell - the brewery that came back from the dead. It's based in Liberec close to the border with Germany in what was once the Sudetenland, the region bitterly fought over in the run-up to World War Two. The brewery survived the turmoil, German occupation, then 50 years of state control under communism. And then it was summarily closed down by the British company Bass.

The brewery had once been one of the biggest in the country, larger even than Pilsner Urquell. But it became surplus to requirements when Bass merged it with its other Czech acquisitions, including Staropramen in Prague. The Liberec brewery had been selling beer

to Tesco in Britain but that clashed with Bass's plans to make Staropramen its major player here. The workers at Liberec were called to a meeting in 1998 and told to pack their bags as the plant was closing.

The plant stood derelict for two years until a local businessman, Jaroslav Martinec, mortgaged the buildings from Bass, hired staff, including the former head brewer Petr Hostaš, who'd been working in the local glass industry, and re-opened the site in 2000. It has taken several years to restore the equipment and begin brewing again.

"The brewery survived the turmoil of WW2, German occupation, then 50 years of state control under communism. And then it was summarily closed down by the British company Bass"

Martinec renamed the brewery Konrad in honour of its first brewmaster back in 1872. The brewery is a classic central European lager plant, using a painstaking mashing and boiling regime, followed by between 40 and 90 days lagering or cold conditioning in the deep, ice-cold cellars. The raw materials are sourced from within the Czech Republic - barley malt from Moravia and Saaz hops.

Using the Czech method of measurement, the beer range includes 11, 12, 14 and 16 degree beers. The main brand is Konrad 12



WOW YOUR CUSTOMERS WITH BUDVAR'S DRAUGHT FAMILY

Once they have drunk from our draught portfolio there is a tendency for people to stay with it. Not surprising when we are talking of beers brewed only in the traditional Czech way in deepest Southern Bohemia. We use only whole hops, local malts, spring water and our own strains of yeast, all cold fermented for 90 days.

And what a variety: there's Original, Yeast (unpasteurised and unfiltered), Dark and Half and Half (a blend of Original and Dark). Indeed the Budvar draught family has something for every drinker.

Budweiser Budvar UK Limited,
Hamilton House, Mabledon Place, London WC1H 9bb,
www.budweiserbudvar.co.uk
Contact us at: salesdept@budvaruk.co.uk



degree or 5.2%, a pale gold beer with a toasted malt and grassy hop character with a touch of vanilla. The 14 degree or 6% beer has a similar colour but has a pronounced fresh-bread malt note on the aroma, a touch of lemon/citrus fruit and herbal hops.

The beers have made an appearance in Britain: Martinec has set his daughter Eva up in an office in London where she is busily looking for outlets

Brewing Royalty

A Czech brewery with an even older history is also making an impact in Britain. Královský Pivovar Krušovice means the Royal Brewery of Krušovice and dates from 1581. It was bought by Emperor Rudolf II two years later and remained in the hands of the Habsburg family for several centuries. When I visited the brewery in the 1980s the entrance was fronted by an old wooden lagging cask bearing the image of a cavalier, emphasising a royal connection that had escaped the attention of the communist regime.

“The new owner has studied the Czech market and appreciates that not only do Czechs drink a lot of beer but they don’t like traditional methods of production changed”

The brewery converted to lager production in the 19th century following the impact of the first golden lager from Pilsen. Following the collapse of communism, the brewery was privatised and was eventually bought by Heineken in 2007. The new owner has studied the Czech market and appreciates that not only do Czechs drink a lot of beer but they don’t like traditional methods of production changed. As a result, the main brand, the 5% Imperial has a true lager character of lightly toasted malt and herbal and floral hops. The brewery sources pure brewing water from the surrounding wooded hills along with local malt and Saaz hops.

Krušovice Imperial, along with 3.8% Cerné (Dark), will be more widely available from 2014 as a result of an agreement between Marston’s and Heineken. The beers, in keg and bottle, will be imported to Britain where Marston’s will make them available in its own pubs and to the free trade. Marston’s James Coyle believes there’s a big potential for Czech lagers in Britain as drinkers look for more robust flavours in beer on the back of the cask ale revival.

The Original Budweiser Budvar

Budweiser Budvar, the heroic David to Anheuser Busch’s corporate Goliath, has been busily adding to its portfolio, creating contemporary beers without turning their backs on traditional quality brewing methods. Budvar Original at 5% remains the flagship brand but it’s been joined by a beer that recalls the early days of commercial lager brewing in the 19th century.

Budvar Yeast Beer, 4%, has been available in its home market for several years, but the UK distributors have introduced it here on the grounds that it may appeal to cask ale as well as traditional lager drinkers.





Hrad Krušovice at night



Pilsen Centenary Gates at night

Before the introduction of filtration and pasteurisation units, lager beer was allowed to “drop bright” naturally in conditioning tanks. As Budvar matures its beers for 90 days, that’s plenty of time for yeast and protein to fall to the bottom of the vessels, although the 4% beer does emerge with a slight haze.

In the manner of most Czech beers, it’s brewed with Moravian malt and Saaz hops but the painstaking methods at Budvar gives this particular beer another production twist. At the end of the lagering period, a small amount of kräusen is blended in: this is sugar-rich wort that starts a fresh fermentation in keg.

“The brewery has developed special founts that allow Dark and Original to be mixed en route to the drinker’s glass, recalling the old London drink of “half and half” or mild and bitter”

The beer has to settle for seven days in pub cellars before it’s ready to be served and then has to be consumed within a week. It has a fine aroma and palate of spicy hops, toasted malt and vanilla and is the closest thing to “real lager” drinkers can find.

Budvar also continues to distribute the 4.8% Dark in Britain, a beer with a rich coffee and chocolate and coffee character from dark roasted malts. The brewery has developed special founts that allow Dark and Original to be mixed en route to the drinker’s glass, recalling the old London drink of “half and half” or mild and bitter.

2013 also saw the introduction of yet another Budvar beer in Britain, Pardál, which means Panther. The new beer was the result of the brewery encouraging blue-collar consumers to say what type of beer they would like to drink. The response was a beer lower in alcohol than Budvar Original, but still with a good hoppy character.

It’s a radical departure for the brewery. The 3.8% beer is darker than Original due to the use of highly-roasted malts, including caramalt, and is close to the “Vienna Red” style of deep bronze-coloured lagers. It also has a higher bitterness rating - 28 - compared to Original’s 22. It has a honeyed malt and caramel palate with a good underpinning of spicy and floral hops.

The Original Source

Pilsner Urquell is enjoying greater distribution in Britain. The name means “Original Source Pilsner” and was the first golden lager, brewed in 1842 in Pilsen. The fervour for the beer created a world-wide brewing revolution.

Brewed and fermented in wood, it had a rich malty and almost vinous character. The beer had a rough patch following privatisation but, now owned by SABMiller and distributed in Britain by Miller Brands, it’s back on form and is a truly formidable beer. The beer is now produced in modern stainless steel vessels, but the brewery has introduced small batches still made in wood to selected British outlets.

The current theme among Czech breweries is to blend old and new styles, which can only please connoisseurs.



Quality Czechs

KRUŠOVICE

The two award-winning Czech beers - Krušovice Imperial and Krušovice Černé - are now successfully established in a number of quality outlets across Britain following their 2011 UK launch, and brand owner HEINEKEN has now teamed up with new distributor Marston's plc to embark on the next phase of the development of these premium quality beers with a royal heritage.

With a 400-year history of Krušovice is one of the oldest, most well-known and well-connected Czech beer brands - a beer fit not just for a king, but for an Emperor!

Krušovice (pronounced kru-sho-vi-tse) has an amazing story to tell having been brewed on the same site in Krušovice in central Bohemia, since the early 16th century.

First brewed by a local farmer, Jiří Birka, in a brewery set up next to an inn, the beer became so popular that he had to move production outside the town walls. In 1581 Jiří Birka decided to sell up, and the buyer was none other than the Roman Emperor himself, King Rudolf II Habsburg, who incorporated the brewery into his Křivoklát Estate.

The King was so fond of Krušovice that he later moved the Imperial residence from Vienna to Prague to be nearer his brewery, which remained Crown property for a century, and Krušovice is still served today in the castle in Prague formerly owned by King Rudolph.

The brewery is now owned by HEINEKEN which, together with Marston's, is stepping up the level of support for the brand during 2014. Activity in 2013 has been focused on supporting stockists and included: a combined outdoor print advertising and geo mobile campaign to drive footfall to bars stocking Krušovice; a mystery shopper survey which rewarded stockists judged on a number of quality criteria; and the creation of a new UK Facebook site [Facebook.com/KrusoviceUK](https://www.facebook.com/KrusoviceUK)

Perfect serve training, a bar staff ambassadors' programme and provision of a range of premium point-of-sale materials are also provided.

Krušovice Imperial is a pale gold 5% ABV lager brewed with Bohemian malt, Czech Saaz hops, and water from the spring in the Křivoklát woods that once supplied King Rudolph II's country house. It is more full-bodied, more refreshing and has a smoother, crisper after taste than competitors.¹

Czechs love their dark beers, and Krušovice Černé (pronounced chair-knee) is the Czech Republic's most widely-exported dark lager. Although the ABV is a very drinkable 3.8%, Černé does not compromise on quality offering an accessible beer with a smooth, full-flavour, and a slight caramel sweetness balanced by a delicate hop bitterness.

Both beers are available on draught and in 330cl bottles.

¹ Cardinal Research (London), October 2012



ROYAL CZECH BEER

BREWED IN KRUŠOVICE

1581



Facebook.com/KrusoviceUK
drinkaware.co.uk for the facts



Czech List

Bernard Bottle/Keg 0.5 - 5.8%

Bernard is one of the most respected breweries in the Czech Republic and all of the beers are unpasteurised. Most is brewed for consumption in the Czech market but 5 draught varieties are imported into the UK: Pilsner 4.7%, Light or Svetle 3.8%, Dark or Cerne 5.1%, the extremely rare Unfiltered (Nefiltravano) 5.1% and even rarer Special OX at 5.8%. Several versions are also available in bottles, including the alcohol free Amber

Pivovar UK 017963 913589

www.pivovar.co.uk

Bohemia Regent Bottle/Keg 5.0%

Bohemia is well known for its brewing tradition and the Regent brewery in Trebon is the oldest in the Czech Republic, established in 1379, and is still part of the ancient heart of the town. A premium beer with a hoppy taste and medium bitterness, the draught version is imported exclusively into the UK by JW Lees.

JW Lees 0161 643 2487

www.jwlees.co.uk

James Clay 01422 377560

www.jamesclay.co.uk

Bohemia Regent Dark Bottle 4.4%

Export lager, garnet in colour with a clean roasted malt flavour giving a full round bodied flavour.

James Clay 01422 377560

www.jamesclay.co.uk

Bohemia Regent Prezident Bottle 6%

A full, hoppy flavoured lager with a well rounded taste.

James Clay 01422 377560

www.jamesclay.co.uk

Budweiser Budvar Dark Bottle/Keg 5.0%

A complex dark lager beer with roasted malt character balanced by good hop bitterness, brewed in Budweis by the legendary Budvar company. Reproducing, as closely as possible, Bohemian and Bavarian lagers until the 19th century, it is fermented for at least 90 days. The delicious roasted flavour comes from the use of three types of malt: Munich, caramel and roast. Available on draught and in 500ml bottles it is now also on sale here in a 330ml bottle.

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvaruk.co.uk

Bud Premier Select	Bottle	7.6%
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Voted the world's best strong lager in the 2013 World Beer Awards, this beer is brewed with Saaz hops and Moravian malt, a 100 year old strain of yeast and water from the brewery's own ice age lake, and is then fermented for 250 days, giving it its unique flavour and super strength. Described as Budvar Original with a go-fast stripe, and hailed by Esquire magazine as "the greatest beer in the world".

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvaruk.co.uk

Budweiser Budvar	Bottle/Keg	5.0%
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The number one imported Czech lager and one of the UK's best selling premium brands. A perfect blend of magnificent local ingredients combined with a fermentation period of not less than 90 days gives this beer its soft malty nose, bittersweet palate and fruity finish. Only ever brewed in Budweis using natural ingredients, this beer is a legend among lovers of fine beer !

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvaruk.co.uk

Budweiser Budvar NA	Bottle	0.4%
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Brewed since 1992 in the Czech Republic, this is an award winning NA beer. Established amongst Czech drinkers as one of the leading products of its kind, the secret of its success is that it is brewed very much like Budvar Original using the same Saaz hops and Moravian barley malt, but with an ABV of 0.4%.

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvaruk.co.uk

Budweiser Budvar Yeast Beer	Keg	4.0%
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The unpasteurised version of Original it is brewed in exactly the same way using the same top notch local ingredients in a 100 day brewing cycle. Extra yeast cells are added by hand at the last stage of the brewing process to produce a brew of almost other worldly freshness and purity.

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvaruk.co.uk

Konrad 12	Bottle/Keg	5.2%
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Gold medal winner in the Czech lager style category at the World Beer Awards 2013, and listed in Roger Protz's 300 more beers to try before you die. This is the flagship beer of an independent brewery that was revived in 2000, having been closed by Bass two years earlier. In addition to Konrad 12 the beer range includes 11, 14 and 16 degree - the unit by which Czech beers are measured

Konrad Beer 01483 264 118 www.pivo-konrad.cz

Kozel	Keg	4.0%
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Brewed in the small Czech village of Velke Popovice (pronounced Velce-pope-viche) since 1874. It is an easy to drink, flavoursome beer with low bitterness, full body and creamy head. The most widely exported Czech lager and is now available in the UK, exclusive to the ontrade on draught.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk

Krušovice Imperial	Bottle/Keg	5.0%
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Pronounced kru-sho-vi-tse. An award winning premium golden beer brewed in the same location in the Czech Republic since 1581. A pale gold lager brewed with Bohemian malt, Czech Saaz hops, and spring water it is more full-bodied, more refreshing and has a smoother, crisper after taste than competitors.

SHS Sales & Marketing 01452 378500 www.shs-sales.co.uk

Krušovice Cerné	Bottle/Keg	3.8%
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Pronounced kru-sho-vi-tse chair-knee. Although a lower abv, Černé does not compromise on quality, offering an accessible beer with a smooth, full-flavour, and a slight caramel sweetness balanced by a delicate hop bitterness.

SHS Sales & Marketing 01452 378500 www.shs-sales.co.uk

Pardál	Bottle/Keg	3.8%
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The latest beer from the legendary Budweiser Budvar brewery. The name means Panther in Czech, but it is also used as a colloquialism for 'top bloke', and has swiftly established itself as a top quality session lager in its homeland, already accounting for 18% of Budvar's sales. Lower in alcohol, and a darker colour than Budvar Original as a result of the highly-roasted malts, including caramalt, used in the brew. According to Roger Protz, this beer is closer to the "Vienna Red" style of deep bronze-coloured lagers, than a classic golden Czech lager. It has a honeyed malt and caramel palate with a good underpinning of spicy and floral hops

Budweiser Budvar UK 020 7554 8810 www.budweiserbudvaruk.co.uk

Pilsner Urquell	Bottle/Keg	4.4%
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In 1842, revolutionary brewmaster Josef Groll created the world's first golden beer, Pilsner Urquell, in the town of Pilsen in Czech Republic. The beer is still brewed in Pilsen using the same brewing process and ingredients: finest Saaz hops, barley and soft local water as it did when it was first created. Intensely hoppy with a balance of subtle sweetness and velvety bitterness, wrapped in a gloriously crisp body.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Staropramen	Bottle/Keg	5.0%
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The name literally translates as 'Old Spring' and this Czech lager, first brewed in Prague in 1869 is now the best-selling Czech lager in the UK on-trade. Best served with a 'Prague head' which is created using the bespoke tap on the Staropramen tap font, This gives a tight foam head designed to maintain flavour and carbonation all the way to the bottom of the glass

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk



Going Deutsch

Genuine Germans

Tim Hampson finds out why German beers are doing so well over here

Germans love to party. It must be in their DNA. Or is it the great beers they make which gives them an almost unrivalled reputation for knowing how to have a good time?

There can't be many people who have not heard of Munich's Oktoberfest. It the world's biggest and probably loudest beer festival. But no city, town or small village in the country can really call itself German unless it holds its own beer festival. Some have puffing oompah bands others folk or rock and roll. Some involve trail-walking between venues, all probably sell lots of bratwurst and pretzels.

But the one thing they all have in common is good beer and great fun.

Bring on the Bavarians

And it is this oompah-tainment that the Bavarian Beerhouse is bringing to Britain. Founded in 2004, the small chain has two outlets in central London and a newly opened bar in Bristol. At all 3 venues customers are served steins of beer by men in lederhosen

and women in dirndls - and they are undoubtedly the UK's bestsellers of Krombacher Pils and Erdinger Weissbier.

When the first Beerhouse opened in London it was the first German/Bavarian restaurant and bar in the UK. Boasting a menu that includes ten varieties of schnitzel, it's the ultimate German beer and foodie experience and the place not just for a knees-up but for genuine German "Gemuetlichkeit" - a warm, comfortable friendliness and "Ein Prosit" - a celebration with a beer in the hand.

"Nobody would argue with the quality of German beers, but their popularity is also enhanced by a sense of theatre - in the glassware itself and in the theatre of the pour"

Love Triangle

The Bermuda Triangle, a freehouse in Poole, Dorset is another independent pub doing its bit to bring the love of fine German beer to its customers.

Not only does it keep a changing range of British cask beers for which it has won many CAMRA awards, it sells not one but four German brews on draught Bitburger, Paulaner, Erdinger and Warsteiner.



Krombacher

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Krombacher, Germany's number one premium beer is currently experiencing double-digit growth in the UK. Find out how the Krombacher range can assist you in delivering healthy gross profit margin in your business and deliver a truly authentic world beer to your customers.

High quality point-of-sale material and tailor made support packages are available to all new stockists including the recently launched Krombacher glassware.

The Krombach brewery has been in the hands of the Schadeberg family for generations and the beer is still brewed to the Purity Law of 1516. The exacting standards laid down by the brewery means that no beer leaves without being checked by at least three Krombacher Brewmasters.

To find out more about becoming part of the Krombacher family, please contact one of Krombacher's UK importers:

Morgenrot Group
Tel 0845 070 4310
enquiries@morgenrot.co.uk

Oakham Ales
Tel 01733 370500
info@oakhamales.com

 www.Twitter.com/KROMBACHERBEER
 www.facebook.com/KROMBACHER
www.krombacher.co.uk





Unlike the Bavarian Beerhouse, this is not a theme pub, it is a traditional British backstreet pub of real character, with little snugs and annexes. The single roomed split level bar has a nautical theme - not uncommon in this part of the world. The bar is decorated with a curiosity of knickknacks including newspaper cuttings, maps and part of an aircraft wing. But unlike the infamous Bermuda Triangle of legend, people, ships and planes don't go to this pub and disappear - or at least if they do, it's only for a few hours.

“The ever changing range cask ales coupled with the four quality German beers create a real buzz with the Bermuda Triangle’s regular customers”

According to the pub’s staff the ever changing range cask ales coupled with the four quality German beers create a real buzz with the Triangle’s regular customers. The pub’s manager Keith Darker said the reason the pub started to sell German beers 24 years ago was simple - the owner Gisla Krane came from Germany. Back then it was a much rarer sight, but thanks to the quality of the beer and the impressive presentation, the locals soon came to love them.

“They are very popular with our customers. We are known as a beer drinkers’ pub and people like to see the range.”

However, he emphasised that the German beers couldn’t be served in any old glass.

“All are served in the correct glassware,” said Darker, “the glasses, especially the ones used to serve the Erdinger, are all very distinctive and customers want to see them.”

The magnificent Erdinger glasses may be what catch the eye of his customers in the first place, but it is the quality of the liquid in the glass that keeps them coming back for more

Larger than Lager

Germany is rightly famous for its lager, especially the most popular Pils style, but the country’s brewers offer so much more to the beer curious.

Will Evans, agent for Paulaner in the North of England urges licensees to choose a good range of beers which create a buzz with customers. He admits the UK is still very much in love with lager, it accounts for around 70% of all beer drunk on these shores; however with the rise of craft beer in the UK, consumers are turning their attention to more flavour packed beers in place of the insipid varieties of lager that have been peddled in the UK for so long.

Evans said: “We’re witnessing an increasing trend for bars and consumers to seek out higher quality products based on taste rather than TV advertising. German beer is one such trend with many varieties offering much to the enthusiastic beer drinker.”

These varieties can be broadly broken down to main categories - dark, wheat and pale.

Dunkels, Altbier, Schwarzbier and Rauchbier are dark in colour and generally complex in flavour bringing more malty and often chocolate flavours to the beer.

Wheat beers use more wheat than malted barley. “They’re generally drier than other beers, sometimes even sour, making them the most refreshing style of beer to enjoy on a warm day” said Evans.

Pale beers include Helles, Kolsch, Pilsner, Bock and Marzen. These beers are more akin to what the UK beer drinker recognises as lager but each with their own clear differences.

“Helles lager, from Bavaria, is a style now growing in popularity due to its more malt forward style giving it more flavour than a standard lager and an almost cream like mouth feel,” said Evans.

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“Paulaner Munich Helles is the most widely drunk beer in Bavaria and with all the character and creamy mouthfeel that UK beer drinkers are now searching for, along with the refreshing bitterness we come to expect from a great lager, a Helles beer such as this looks primed and ready to take the UK beer drinking public by storm,” predicts Evans.

Variety Shows the Way

Krombacher’s Julian Penny agrees that variety is key to generating interest from beer drinkers that aren’t simply looking for ‘a pint of the usual’

“Germany produces a wide and varied range of beer styles and strengths so there is certainly something for everyone in terms of taste” he says

“We always recommend having an interesting and exciting beer range as people will usually come from far and wide to sample the beers on offer.”

Krombacher Pils is Germany’s best selling premium beer, and through its import partners - Morgenrot in the north and Oakham Ales in the south - Krombacher beers are now stocked by a wide range of pubs, bars and restaurants that want to give their customers a genuine premium option.

In addition to Krombacher Pils, the range includes a wheat beer, Krombacher Weizen and a Schwarzbier, Krombacher Dark, both available on draught as well as bottled. In October 2013 Krombacher Dunkel was trialled at The Porterhouse, the first outlet in the UK to sell it outside of Germany, and it was such a great success that the brewery is now considering adding it to their permanent portfolio.



It’s a Quality Issue

Another key trend that is driving the desire for imported beers generally and German beers in particular is the search for quality rather than quantity.

And licensees who sell authentic German beers can be absolutely sure they are offering excellent products, says Julian Penny.

“For example, at the Krombacher Brewery, which has been under the watchful eye of the Schadeberg family for generations, Krombacher is brewed using only the finest ingredients -including the vital ingredient that makes the beer unique, the Krombach mountain spring water. The exacting standards mean that no beer leaves the brewery without being checked by at least three Krombacher brewmasters.”

This attention to detail and commitment to quality has helped Krombacher get listed in many premium pubs and bars, including Inventive Leisure’s Revolution and Revolucion de Cuba bars.

“Another key trend that is driving the desire for imported beers generally and German beers in particular is the search for quality rather than quantity”

Inventive Leisure’s Drinks Retail and Procurement Consultant, Myles Doran says the beer is one of the “compelling brands” that excite and engage customers and “make them want to return time after time”.

“The interest in the world beer category shown by consumers shows no sign of abating and by creating a specific world beer menu that showcases interesting and exciting beers such as Krombacher, we’re catering for that demand.”

Theatre of the Pour

Nobody would argue with the quality of German beers, but their popularity is also enhanced by a sense of theatre - in the glassware itself and in the theatre of the pour.

Genuine German beers can command a premium price, and customers expect to pay extra for beers served properly in their own distinctive glassware.

Successful licensees like Darker from the Bermuda Triangle emphasise the importance of serving German beers in the correct glass, whatever the style of beer. Whether a Schwarz beer or a wheat, a dark or a blond, presentation is almost as important as the quality of the beer itself.

This fact is recognised by brewers and importers who invest considerable resources into providing top quality glassware. As serving beer metrically is still illegal, these can’t be identical to the German glasses, but are produced specifically for the UK market.

Krombacher for example have recently introduced authentic Pilsner-style stemmed glasses like those used in Germany, but adapted to hold a pint.

Made in Munich, Bavaria.



Paulaner Munich Lager

Available on draught in 50 litre kegs & by the bottle in 20 x 500ml and 24 x 330ml nrb cases



To arrange a draught installation and to receive a free glassware & p.o.s kit or to find out about stocking the Paulaner bottle range contact Cave Direct Beer Merchants
Tel: 01622 710339 Email: info@cavedirect.com

GUT, BESSER, PAULANER.



Julian Penny from Krombacher said: “The ingredients that we use in Krombacher Pils are of the highest quality so it makes sense that the beer is presented in quality glassware. The new glassware gives consumers a true, continental serve &, as part of the support package, we give all Krombacher customers an assignment of the authentic beer doily that you often experience abroad when served a beer.”

“The magnificent Erdinger glasses may be what catch the eye of his customers in the first place, but it is the quality of the liquid in the glass that keeps them coming back for more”

Veltins

Steve Holt, MD of specialist beer importer Vertical Drinks, has been bringing Veltins into the UK for over six years now, and can see an increasing demand for quality and authentic imported beers.

He is convinced that there is latent demand among consumers for premium quality German beers. Given the bewildering array of beers available to licensees he believes they should consider offering a German beer as they have a known reputation for quality and consistency.

“The potential for Bavarian Weissbier is also enormous and continues to offer a great opportunity for licensees” said Holt, “Personally I’d like to see more regional specialties such as kellerbier (unfiltered) in the UK.

Veltins draught pilsener is unpasteurised and so retains its fresh and natural flavours. It is clear that consumers are increasingly aware of the negative impact that pasteurisation can have” He also stresses the importance of support if a beer brand is to be successful in the UK.

“Veltins offers generous support with draught installations together with a trade quality programme designed to ensure that dispense temperature and quality standards are maintained”

“Glassware is important in most European markets and the correct and branded glass in the UK reinforces the authenticity of the beer. Therefore it is important to ensure that there is always a plentiful supply of glassware available”

Veltins is available across the UK, via Fullers in London, as well as Robinson’s in the North West, Purity Brewery in the Midlands and Butcombe Brewery in the South West. It is also sold in selected premium beer bars throughout the UK including the famous White Horse at Parson’s Green, West London.

Long Term Partners

Suffolk family brewery Adnams and Bitburger have worked closely together for over 20 years and throughout that time has seen the range of products extend to include a black lager in Köstritzer, wheat beers in Benediktiner and Licher, König Pilsner and the latest addition Wernesgrüner Pils. According to Adnams’ sales director Maxwell Bond, the relationship between Adnams and Bitburger is extremely strong.

He said: “We share similar characteristics and philosophies. Both are proud of their heritage, yet are modern in outlook. We both produce premium products and are committed to the very finest crafted beers that the ever-discerning customer demands.

“This long-term deal enables us to commit to the high-quality marketing investment that Adnams is well-known for.”

Warsteiner

Another German brewery taking the family brewer route to market is Warsteiner. A family owned and run brewery itself, and the number one exporter of premium German pilsner to the UK, teamed up towards the end of 2013 with Daniel Thwaites who will handle the brand nationally. Warsteiner is currently the fifth biggest world lager brand in GB pubs, and the deal with Thwaites will help Warsteiner establish an even stronger foothold in the UK market.

Steve Magnall, Thwaites MD, said: “As Germany’s most famous independent brewer, Warsteiner has a global reputation for brewing excellence. Thwaites securing the rights to one of the world’s great lager brands is a great endorsement of our capability to develop and manage a brand that represents premium German craftsmanship in the UK beer market.

“There are many similarities between Thwaites and Warsteiner, not least the independence, heritage, commitment to quality and long running family ownership.”

So for pub operators wanting to tap into the key trends that are driving the demand for world beers, German beers have it all - heritage, quality, style - and customers who love to celebrate life with a beer in the hand.

Clearly they’re good for a pub’s health - Prost!

Tradition and Quality

Still family owned and headed by the fifth generation, Veltins have been brewing in the tranquil village of Grevenstein since 1824.

Today the combination of traditional brewing methods and cutting edge technology are used to create one of the best-selling Pilseners in Germany with an unrivalled reputation for quality and consistency.

Despite the modern technology and a brewery capable of producing in excess of 2.5 million hectolitres per year, Veltins insist on using the finest natural ingredients and brew according to old established German purity law or 'Reinheitsgebot'

Draft Veltins is cold filtered but unpasteurised to retain all the fresh flavours and hop character and is promoted in Germany using the simple but effective strapline – 'Fresh Veltins!'

This is when German Pilsner is at its best.

The Taste of Germany

Veltins has a clear fresh hop aroma on the nose and on the palate it is at first round and smooth but ends with a well-balanced bitterness.



A crisp and flavourful pilsener just as you would expect from Germany.

Now widely available in the UK, Veltins offers drinkers the opportunity to sample authentic fresh Veltins just as it would taste in Germany.

Increasing demand from both trade and consumers suggest that it has found favour among British drinkers and is proving to be a popular choice in a market once dominated by large multi-national brands.



Fresh goes global

The reality that is fresh VELTINS



REFRESHINGLY DIFFERENT. FRESH **VELTINS**



Genuine Germans

Augustiner Munich Helles 5.2%

Highly regarded classic Munich Helles beer.

Cave Direct 01622 710339

www.cavedirect.com

Beck's Pils 4.8%

Beck's Pils, a 4.8% ABV pils lager is brewed in accordance with the Reinheitsgebot. Beck's has a long, rich history of independent thinking. From 1874 when it was the first German brewery to use green bottles instead of the standard brown to the Beck's Art Labels launched 25 years ago.

InBev 01582 391166

www.inbev.com

Benediktiner Wheat Beer 5.4%

Benediktiner is an amber-coloured wheat beer which boasts a unique fruity tingly character with a balanced hoppy bitterness.

Adnams 01502 727200

www.noteveryonewillgetit.com

Bitburger Premium Pilsner 4.8%

Germany's number one draught lager, brewed exclusively in the German town of Bitburg, in accordance with Germany's ancient beer purity laws, using only four ingredients; barley, finest, dry Bavarian hops, pure, clean Eifel mountain water and yeast from their own pure culture sources.

Adnams 01502 727200

www.noteveryonewillgetit.com

Matthew Clark 01275 891400

www.matthewclark.co.uk

DAB Dortmunder Lager 5.0%

Brewed by the largest brewery in Dortmund under the strict German Purity Laws laid down in AD 1516, DAB ORIGINAL is a full flavoured, smooth Dortmunder lager with a firm, rounded

palate. Winner in World Beer Awards 2007. Exported to over 50 countries worldwide.

James Clay 01422 377560

www.jamesclay.co.uk

Eichbaum Range 4-5.3%

One of the leading brewers of Baden Württemberg in Southern Germany, where lagers are traditionally less strongly hopped and taste a little sweeter than those from other regions. Also available are wheat beers in both golden and dunkel, and Apostel Bräu, a malty pilsner

Morgenrot Group 0845 070 4310

www.morgenrot.co.uk

Erdinger Weissbier Wheat Beer 5.3-7.3%

The world's biggest wheat beer brewer only brews wheat beers. A wide range of variants available in the U.K. - Hefe (5.3%) Draught & Packaged, Dunkel (5.3%) Draught & Packaged, Urweisse (4.9%) Draught & Packaged, Kristall (5.3%) Packaged, Pikantus (7.3%) Packaged, Leicht (2.8%), Packaged, Champ (4.7%) Packaged, Alkohol-Frei (0.4%) Packaged, also imported are seasonal beers Oktoberfest, Schneeweisse and Bavarian Speciality - Fischer'S Helles Bier (5.5%) draught.

James Clay & Sons 01422 377560

www.jamesclay.co.uk

Wells & Youngs Brewing 01234 272766

www.wellsandyoungs.co.uk

Nectar Imports 01747 840100

www.nectar.net

Flensburger Gold/Lager/Pilsner 4-4.8%

Germany's most northerly brewery, located on the shores of the Baltic near the Danish border. The world's biggest user of flip top bottles, their advertising strap line is 'Plop'. The 4% draught Lager is produced solely for export.

James Clay 01422 377560

www.jamesclay.co.uk

Fruh	Kolsch	4.8%
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A dangerously drinkable beer with an unsurpassed balance in Kölsch beer of malt and soft delicate hops. Pale gold in colour with a good lasting head, the hoppy, dry finish is from using Hallertau and Tettnang hops.

James Clay 01422 377560 www.jamesclay.co.uk

Furstenberg	Helles	5.0%
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Brewed in the Black Forest, this is a deep gold in colour with hints of fruit in a big malty body and with a crisp, dry finish. First introduced into Scotland in the 1970's where it is well-known as 'Fursty'.

Branded Drinks 0870 066 0947 www.brandeddrinks.co.uk

Gaffel Kölsch	Kolsch	4.8%
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Probably the best example of a Kölsch beer – the unique beer style brewed only in Cologne.

Vertical Drinks 0113 345 8835 www.verticaldrinks.com

Hacker-Pschorr	Munich Helles	5.5%
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In Bavaria, this beer is recognized as the benchmark of the lager style and the Hacker-Pschorr Brewery is known as Bavaria's Heaven - Munich Gold represents the real thing from one of the oldest breweries in Munich.

Cave Direct 01622 710339 www.cavedirect.com

Holsten Pils	Pilsner	5.0%
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An authentic German beer first brewed in 1953, named for a Germanic tribe called the Holsten that were said to be bull-headed but freedom-loving, and very hospitable.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk

Hopf	Wheat Beer	5.3%
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A concentrated Wheat Bock Beer with sweet, fruit flavours of pineapple and coconut and a slightly spicy coriander essence

Cave Direct 01622 710339 www.cavedirect.com

Jever	Pilsner	4.9%
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One of the most bitter, hoppy beers in the world, this classic extra dry pilsener is lagered for 90 days. The small brewery was founded in the 1840's, and the very dry style is typical of beers from Friesland. Available on draught and in bottles

James Clay 01422 377560 www.jamesclay.co.uk

König	Pilsner	4.9%
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König is German for 'King', and this is one of Germany's most popular pilseners, and is also one of its oldest. Pale gold in colour, it has a light, refreshing taste and distinctive hop aroma.

Adnams plc 01502 727200 www.adnams.co.uk

König Ludwig Dunkel	Wheat Beer	5.1%
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Almost 30 years ago it single-handedly revived the dark beer market. König Ludwig Dunkel has grown steadily in popularity over the years and has established itself as the market leader in German's dark beer category. Then, as now, it is brewed without any compromise to quality and taste.

Daniel Thwaites 01254 686868 www.thwaites.co.uk/

Köstritzer Schwarzbier	Schwarzbier	4.8%
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With over 460 years of brewing tradition, the Köstritzer Schwarzbierbrauerei is among Germany's oldest breweries. Founded in 1543 and located in Bed Köstritz. Köstritzer Schwarzbier is an exceptional speciality black beer. It has a light and sparkling character, well-rounded by a mild hop flavour. Barley malts give a distinctive flavour, delicate aroma.

Adnams 01502 727200 www.koestritzer.de

Krombacher Pilsener	Pils	4.8%
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Germany's best selling pilsener from the Krombacher Brauerei founded in 1803. Traditionally brewed using Hallertau hops and summer barley malts, it is well balanced with a slight bitterness and a wonderful crisp finish.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Oakham Ales 01733 370500 www.oakhamales.com

Krombacher Weizen	Wheat Beer	5.3%
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From the Siegerland Hills surrounding the small town of Krombach, emerges Germany's most exciting wheat beer. It delivers a full bodied texture with tangy and fruity flavours and superb grassy aromas.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Oakham Ales 01733 370500 www.oakhamales.com

Krombacher Dark	Schwarzbier	4.3%
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From the largest privately owned brewery in Germany, Krombacher Dark is deeply coloured and full bodied with a moderate bitterness and rich high roasted malt.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Oakham Ales 01733 370500 www.oakhamales.com

Kuppers Kolsch	Kolsch	4.8%
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A delicate golden colour with a lovely white head and a honeyed hoppy aroma

James Clay 01422 377560 www.jamesclay.co.uk

Licher Weizen	Wheat Beer	5.4%
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Pronounced "Lee-sheer-Vit-tsen", this distinctive golden wheat beer with a bittersweet taste is made from the Licher brewery. Founded in 1854 and based in central Germany.

Adnams 01502 727200 www.licher.de



Lowenbrau Munich Helles 5.0%

Brewed since 1383, Löwenbräu is still produced in Munich according to the German Reinheitsgebot (purity law) that dates back to 1516. A genuine import, Löwenbräu is available exclusively on draught in the UK. A refreshing yet characteristic beer, slightly dry, spicy, with a trace of malt and delicately bitter.

InBev 01582 391166 www.inbev.com

Maisel's Wheat Beer 0-5.2%

Ranked among the best of the Bavarian Wheat beers, and available both in Non-alcoholic, Hell and Dunkel varieties.

Vertical Drinks 0113 345 8835 www.verticaldrinks.com

Paulaner Hefe Weiss Wheat Beer 5.5%

Unfiltered, cloudy wheat beer in both golden and Dunkel variants. Full of typical weiss beer fruit flavours, the classic cold fermentation method & long maturation in the world's deepest beer cellar guarantees the beer quality & character. Available in 33/50cl bottles & 30-l kegs

Daniel Thwaites 01254 686868 www.thwaites.co.uk

Paulaner Munich Dunkel Dark Lager 4.9%

Bavarian dark lager with a smooth, dry, quite intense malt character. Available in 33cl & 50cl bottles and 50-litre kegs.

Cave Direct 01622 710339 www.cavedirect.com

Paulaner Original Munich Helles 4.9%

The dream guy from Munich. Gloriously golden blond, extremely elegant and full-bodied. The bubbles fizz perfectly in the glass. The Paulaner Original Munich Premium Lager is sparkling, light and slightly hoppy – the perfect lager beer.

Cave Direct 01622 710339 www.cavedirect.com

Paulaner Salvator Doppelbock 7.9%

A traditional Doppelbock from a centuries-old recipe used by the Paulaner monks. A bottom-fermented beer brewed in almost exactly the same way since the end of the 18th century. It combines the most delicate of hops and dark barley malt to give a strong, characteristically malty taste and an inviting, gleaming copper colour.

Cave Direct 01622 710339 www.cavedirect.com

Schlenkerla Rauchbier 5.1%

This classic smoked beer from Bamberg has a distinct aroma through its palate to a clean, dry finish - a very unusual beer that goes exceptionally well with barbequed meats. Two varieties are available in the UK, a Martzen and a Wheat

James Clay 01422 377560 www.jamesclay.co.uk

Schneider Weisse Wheat Beer 5.2-8.0%

Schneider Blondes at 5.2% (renamed from Weizenhell) has a light honey-colouring and a clove-like aroma, and is available on draught. The Original Weisse is 5.4%, while the more exclusive Aventinus at 8% is sweeter with a taste of chocolate

James Clay 01422 377560 www.jamesclay.co.uk

Veltins Pilsner 4.8%

This crisp pilsner is the 5th largest brand in Germany and is fast gaining distribution in the UK. It has a clear fresh hop aroma on the nose. In the mouth it is at first round and smooth but ends with a well balanced hoppy finish. Available on draught and in bottles.

Vertical Drinks 0113 345 8835 www.verticaldrinks.com

Warsteiner Pils 4.8%

Brewed with passion since 1753, WARSTEINER Premium Verum is a Pilsener-style beer with a perfectly-balanced taste, with a mild, crisp hop finish. Carefully selected premium ingredients, like the finest noble Hallertau hops and extraordinary drinkable, soft water, give WARSTEINER Premium Verum its truly unique character and remarkably golden color.

Daniel Thwaites 01254 686867 www.thwaites.co.uk
Madison Drinks London 02085949900 www.madisondrinks.co.uk

Weihenstephan Wheat Beer 5.4%

An award winning traditional Bavarian wheat beer from the oldest brewery in the World, available on draught and in bottles in both Hefe and Dunkel versions

Branded Drinks 0870 066 0947 www.brandeddrinks.co.uk

Wernesgruner Pils 4.9%

A golden yellow pilsner with a light hoppy taste and fresh sparkling character.

Adnams 01502 727200 www.noteveryonewillgetit.com



Wonderful Weiss

Adrian Tierney Jones says it's no wonder there's been a Weissbier revival

Weissbier is the beer that came back from the dead. In the 1960s it was on its uppers, drunk only by elderly Bavarians; it was yet another beer - like English mild - that seemed destined to be forgotten. However, in the 1970s young Bavarians started drinking it and its popularity spread throughout Germany and then Europe (occasionally with a lemon slice sitting on the lip of the glass). Several decades on, it's very much a thriving beer style and a definite must at the bar-top for any licensee who sells world beers.

What's not to like? For a start, there's a wonderful sense of theatre about the pour of a Bavarian Weissbier - whether draft or bottle - as it tumbles into its tall narrow glass, the beer swirling and turbulent though never spilling over the top - staff training is essential here. Recumbent in its elegant glass it's an attractive beast with a hazy golden colour - Kristal is the clear version - with a snowy collar of foam atop. Then there is the nose, which, due to the nature of the yeast strain used, has a banana and cloves character, often with hints of vanilla. It's refreshing, fruity and briskly carbonated to drink and is a beer just as much at home as a stand-alone drink or as something to accompany a meal.

There are several Bavarian brands available, such as Schneider and Weihenstephan, but the most popular is Erdinger, which has a long history of appealing both to cask beer and premium imported lager drinkers - a win-win situation.

For those looking for something a little more intriguing, Nigel Stevenson, of speciality beer importers James Clay, suggests looking at other types of Weiss "We have introduced the retro Erdinger Ur Weisse for those pubs not wanting a product perceived as too common," he says, "while Erdinger Dunkel has also seen some growth in the past few years."

"There's a wonderful sense of theatre about the pour of a Bavarian Weissbier as it tumbles into its tall narrow glass, the beer swirling and turbulent though never spilling over the top"

The Ur Weisse purports to be brewed with a recipe going back to the late 19th century, while another intriguing Erdinger Weiss variant is its Pikantus Weizenbock. At 7.3%, this is stronger and amber-coloured and a rich, spicy, warming beer that is ideal on a cold winter's night.

The beer that nearly died is very much alive. Prost!

5 Point Guide to Bavarian Weissbier

Always serve in branded glasses.

Serve it with a sense of theatre.

Train staff to know about the beers' provenance

Organise beer and food dinners, especially with Bavarian Bratwurst.

Organise your own Oktoberfest.



ERDINGER *Weißbräu*

A World-Famous Private Brewery



The World's Most Popular Wheat Beer **ERDINGER** *Weißbier*

ERDINGER Weissbräu is a traditional, privately owned brewery based in the heart of Bavaria. The picturesque town of Erding, where the world-famous ERDINGER Weissbier has been brewed since 1886, is still home to every single drop of this speciality beer.

Until 1980 you would have had to travel to Bavaria to find ERDINGER Weissbier, and many connoisseurs of beer did just that.

Recognising the wider appeal of this exceptional beer, ERDINGER Weissbräu became the first wheat beer brewery to offer its products outside Bavaria, and it soon became popular all over Germany. 10 years later the Bavarian "cultural heritage" was made available throughout the world, and today ERDINGER Weissbier is considered the ultimate wheat beer experience in over 80 countries.

ERDINGER Weissbier is a truly special wheat beer among German imports, which are themselves amongst the finest beers in the world. The brewery still sticks rigidly to the Bavarian Purity Law of 1516: only water, hops, yeast, wheat malt and barley malt are used in the brewing process, and like cask conditioned British ale – it is unpasteurised, giving it the wonderful fresh taste and aroma that is associated with the best of Bavarian beer – and genuine Bavarian lifestyle.

Many brewers have discontinued traditional but time consuming bottle fermentation for commercial reasons. ERDINGER Weissbräu however, continues to use this process – similar to the champagne method – because it creates a higher level of carbonation and makes the beer particularly refreshing.

Although the brewery is committed to producing beer using traditional methods, it has also invested heavily in the most up-to-date production equipment and facilities, enabling it to brew more than 1.7 million hl a year, without ever compromising the quality of the brand that is the most popular wheat beer – not just in Germany, but in the world.





Cool Beers from the Hot South

Sunshine Euro Stars

John Porter looks at the cool stars of the brewing scene from Europe's hottest holiday destinations

Some beers travel very well, while others, frankly, don't. The experience of enjoying a chilled glass of the local brew while watching the sun set over an idyllic Mediterranean harbour is familiar to many of us - as is the disappointment of cracking open a bottle of the same beer back in Blighty and not being nearly as impressed.

In the interests of European harmony, it should be noted that there are undoubtedly many Europeans who force down a pint of indifferent keg bitter in one of Spain's many Brit-themed bars and also ask themselves what the fuss is about.

Luckily, though, the best of Europe's sunshine beers are finding their way into the fridges and founts of UK pub and bar operators, as consumers become more cosmopolitan and more people seek out food and drink with provenance attached.

CGA's World Lager classification, which includes sunshine beers, shows steady growth, accounting for 6% of ontrade beer sales by volume in the year to November 2011, and rising to 8% in the year to the start of October 2013. While the World Lager category as a whole has also seen its growth rate slow, down from 11.3% the year to November 2011 to 5.5% in the year to the start of October 2013, CGA makes the point that "World Beer continues to grow in importance to the beer category and to bars"

Spanish Fliers

Graham Archibald, national account director for importer Morgenrot Group, says: "With the majority of Brits still heading over to France, Spain and Italy, brands from these countries benefit by having a unique connection with the consumers."

"The best of Europe's sunshine beers are finding their way into the fridges and founts of UK pub and bar operators, as consumers become more cosmopolitan and more people seek out food and drink with provenance attached"

"After a good summer by UK standards, the southern European brands certainly benefited. Spanish food and drink in particular has been booming and moving into more and more pubs and this has certainly helped our craft Spanish brand Alhambra.

"I expect the buzz for Spanish to continue in 2014 as casual dining continues to be a key trend.

The right premium beer brands can provide a massive difference in helping get more money in the till by exciting consumers and tempting them to trade up to something a little extra special.

"Not only this, they can help define the bar. It's not necessarily about stocking 100 beers, it's about stocking the right beers which complement the setting, theme and food."

The Beer of Barcelona



www.estrelladamm.com

drinkaware.co.uk Please enjoy responsibly
for the facts

www.silagoetz.com



Sunshine Stars

The two biggest brands in the World Lager category fall firmly into the sunshine camp. San Miguel, brewed under licence by Carlsberg UK, and Peroni, imported by Miller Brands. Peroni has seen draught sales increase by 19.4% in value over the past year as more operators make it part of their core range.

“After a good summer by UK standards, the southern European brands certainly benefited. Spanish food and drink in particular has been booming and moving into more and more pubs”

Sam Rhodes, director of customer marketing at Miller Brands, says: “World Beers provide an opportunity for consumers to trade up and licensees to increase profit margins. The sector is evolving rapidly, showing that people are more open to discovering quality beer. Outlets need to capitalise on World Beer and stock higher awareness brands to drive sales”

Eating out trends play an important part in the appeal of sunshine beers. As sales of grazing and sharing style dishes increase, beers developed to be enjoyed alongside tapas, antipasti and meze are increasingly earning their keep in UK pubs and bars looking to drive food sales.

Two Pints of Lager and a Plate of Tapas

Aiming to address the fact that wine is drunk on the majority of food occasions in pubs and bars, Carlsberg UK launched a two pint carafe for San Miguel in March 2013. David Scott, director of brands & insight, says: “By creating a beer vessel that is designed to be kept on the table we are keeping beer at the forefront of people’s minds. It taps into the Spanish way of life of sharing beer with small dishes such as tapas.”

Carlsberg UK also imports Mahou, the premium lager from the same stable as San Miguel in Madrid, as well as offering Italian brand Angelo Poretti on draught. Both have grown a presence in the wider ontrade from a base in the restaurant sector, which is a well-trodden path for sunshine brands.

The Art of Food and Beer

Estrella Damm is one of the fastest growing premium world lagers in the UK. Wells & Young’s has built links with Spanish food and culture for Estrella Damm. Summer 2013 saw the brand team up with Somerset House to bring renowned Spanish chef, Ferran Adrià’s exhibition on ‘The Art of Food’ to London. And the ‘beer of Barcelona’ has also supported the London Restaurant Festival Tapas Tour and the Gastro Pub of the Year Award category at the National Restaurant Awards.

Genna Burchell, Brand Manager for Estrella Damm at Wells & Young’s said: “Estrella Damm brings a taste of the Mediterranean to the UK which is all about sharing good food and good experiences with friends. The beer is now becoming widely recognised as a great accompaniment to a variety of dishes, stretching beyond the traditional Spanish Tapas so this year we have focussed on introducing even more drinkers to the art of beer and food matching”. Estrella Damm has also launched a new ceramic, illuminated fount which achieves fantastic stand out on bar.

Italian Jobs

While Miller Brands’ Peroni is by far the biggest brand from Italy, but it’s not the only one. Carlsberg’s Angelo Poretti and Heineken’s Birra Moretti continue to win mainstream listings beyond the Italian restaurant sector, while importer James Clay also reports growing interest for in its Birra Menabrea Italian brand on draught from independent bars and restaurants, although the bottled version remains the biggest seller.

The French Connection

Meteor UK, which distributes beers from French brewer Meteor, launched the Meteor Blonde variant in time for the summer of 2013. Karl Weddell, the brand's UK representative, says: "The weather certainly gave our brand a big boost this year with sunshine beers from Europe definitely benefiting."

Meteor has seen growth of 20% in the past 12 months and has started to move outside of the French restaurant sector into pubs and style bars. The French restaurant roots have definitely helped to position the brand as premium."

There are plans to offer an increased range of permanent and seasonal beers in 2014, with the Meteor portfolio also including Abbey beer Wendelinus. The ontrade market is still extremely competitive, says Weddell, prompting operators to seek a point of difference in their drinks range.

"Many are realising that beer is a great way to achieve this, and are being creative with the beer lists they are putting together. Rather than just looking for the biggest brand from a country, they are instead searching out the lesser known, artisan brands.

These offer something a bit different when it comes to flavour, beer style and heritage, which intrigues the UK's increasingly food and drink obsessed consumer."

"If you are expecting the consumer to pay a premium for a beer, you had better make sure that it is presented in a manner fitting the premium tag"

The craft beer boom has also helped importers, he believes. "Consumers are paying more of an interest in brewing practices and ingredients, and this is making them look beyond the mainstream brands.

Despite the growing diversity of imported brands, there is still plenty of scope to develop the market. While none of the sunshine beer countries can match the UK's 1,000-plus breweries, figures from trade body Brewers of Europe show that France has 442 active breweries, Italy 391, and Spain 159 including 70 microbreweries.

As the number of brands expands, Graham Archibald at Morgenrot sounds a note of caution that maintaining the premium feel of imported beers requires commitment. "If you are expecting the consumer to pay a premium for a beer, you had better make sure that it is presented in a manner fitting the premium tag.

This means using the correct branded glassware and ensuring the perfect pour every time. Training is essential to maintain this."

So pour a little sunshine into your customer's glass - but make sure it's the right beer, in the right glass.

METEOR®

Brewed in Alsace since 1640



*Proud to be independant
Proud to be authentic*

Draft seasonal beers available all year round

Winter Spiced Ale
"Printemps" Spring Beer
Blanche
Grand Malt



Casa Julia plc



Portugal in a Glass

Sagres, the 5% ABV award-winning imported premium bottled beer, embodies the spirit of Portugal, capturing the Portuguese sense of adventure, sociable lifestyle and an open-mindedness in exploring and sharing new experiences in all aspects of life.

The wonderful heritage and rich culture of Portugal is imprinted in the DNA of the brand which was originally created to represent Sociedade Central Cervejas at the inaugural Portuguese World Exhibition in 1940.

It takes its name from a small village located in the most south-westerly point of Europe, where sailors learned all about the navigation science, and today Sagres is as well travelled as the country's famous Portuguese explorers with the brand being exported to almost every corner of the world.

Sagres is privileged to bear the Portuguese shield as its logo, and the brand further reinforced its commitment to its homeland when Sagres became the proud sponsor of the Portuguese national football team – a partnership which is celebrating its 20th anniversary this year. It also sponsors the Portuguese first National League: Liga Zon Sagres making Sagres the brand everyone in Portugal associates with football.

As equally impressive is the brand's has a long-standing association with the art and culture of Portugal. Fifty years ago the famous portuguese poet, José Carlos Ary dos Santos created the slogan "Sagres beer, the thirst you desire" to launch the brand's 1963 advertising campaign.

Sagres also has impeccable quality credentials. It is a 100% natural product made with just four ingredients – yeast, barley, hops and water. No additives or preservatives are used in the brewing process. The result is a light golden-coloured beer with a dry and pleasantly bitter taste. No less than 40 'Monde Selection' medals have been awarded to Sagres in recognition of its excellent product quality.

The beer is brewed exclusively at the Central de Cervejas plant in Vialonga which began production of Sagres in 1968 and is Portugal's largest brewery. 2008 marked a major milestone in the brand's 73-year history when it became the biggest-selling beer brand in Portugal.

Sagres has a very distinctive style which sets it apart from other Mediterranean beers. Its approach to life is perfectly encapsulated by the strapline 'go beyond the ordinary and explore the extraordinary'.

Authentic, premium quality, and easy-to-drink, Sagres is the ideal beer to enjoy when socialising with friends, and the brand's press UK advertising campaign 'Sagres - Always a Story' depicts how an ordinary get-together can be turned into an exciting adventure.

Available on draught and in 33cl bottles from UK importer HEINEKEN International. Contacts:

James Crofts Tel: 0044 776 814 5373 or
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Northern Lights

Cool Scandinavians

Tim Hampson looks towards the European fringes of the Arctic Circle to view the brews from Scandinavia that could become leading lights in the beer world

For some beers, the firmament has never been brighter. However, in many traditional pubs where standard beer brands are in serious decline, the outlook seems dark and stormy.

And while the glass isn't even half full for brewers of some established megabrands, it's positively brimming for importers of premium beer.

Consumers are certainly choosing to drink less, but they are drinking far better, which is driving sales of premium beers from all over the world. And Scandinavia, with its reputation for quality and associations with cool - both cultural and temperature - is taking advantage of this trend and sending some pioneering beers over here.

Åbro

'The Swedish One' is Åbro, an award winning 5.1% lager from an independent, family-owned brewery whose roots stretch back to 1856.

Imported into the UK by Chilli Marketing, and aimed squarely at the new wave of discerning beer enthusiasts, who expect their beer to be full and flavoursome. According to Chilli's Marketing Director,

Gemma Copping, Åbro is ideal for premium, niche, wet led accounts and high end food outlets with customers for whom the provenance, process and ingredient story is important.

Brewed to German Purity standards using a blend of Spalt Select, Taurus and Perle hops, Åbro has a hint of spiciness, while the sweetness of the Pilsner and Munich malts cuts through the hops' bitterness.

Malts from Swedish barley have an extra depth of character thanks to the chilly Swedish climate that makes it grow more slowly, giving beer a rich, gentle mouth-feel and a full flavour.

"Scandinavia, with its reputation for quality and associations with cool - both cultural and temperature - is taking advantage of this trend and sending some pioneering beers over here"

"Colour, texture and taste are important to the beer enthusiast," says Copping, "The Swedes are perfectionists who don't leave anything to chance, and their beers are certainly no exception. The brewery has spent 3 years crafting Åbro as an ideal lager for the beer enthusiast."

Pub operators can also add a touch of theatre to the pour by serving Åbro in the bespoke designed Polka Pilsner glass developed by the Swedish brewery. "When intensely poured straight into the bottom of the tall, thin glass the ingredients infuse to stimulate the full flavour of the beer," explains Copping.

ÅBRO

PREMIUM LAGER FROM SWEDEN



THE SWEDISH ONE

IT HAS NEVER BEEN AGREED THAT THIS IS THE PERFECT BEER,
NOR HAS IT EVER BEEN DISAGREED.

New to the UK market, Åbro is a well balanced and full flavoured premium Swedish lager. In Sweden we don't like to leave anything to chance. When we make beer at Åbro, we go about things the same way we have since 1856. Yeast, hops, malted barley and water. Nothing else. It tastes much better that way.

Åbro - Swedish Perfection in a glass.

For more information please contact Chilli Marketing on 0870 24 24 608



Nils Oscar

One of the new wave of Swedish brewers. Founded in Stockholm as the Kungsholmens Kvarterstryggeri in 1996, it soon became the Tärnö Gårdsbryggeri and moved out of the city. Then in 1999, the name was changed to the more pronounceable Nils Oscar, the name of founder Karl-David Sundberg's grandfather.

The company's best-selling lager is God Lager; this divine beer is no doubt heaven sent, but in fact it is named after the Swedish word for "good".

According to the company the beer has real provenance as is brewed literally from grain to glass on the Nils Oscar farm to produce a pilsner style beer described as "well balanced with malty sweetness and a hoppy dryness to finish". Only the hops are bought in because Sweden is too far north to grow them.

God is described as a grainy, almost nutty flavoured 5.3% lager, which has some hints of unsalted butter. The four hop varieties used add lemon blossom notes which lead to an enjoyable, long almost warming finish. It is a clean and distinguished, easy drinking beer.

Nøgne Ø

The dogged desire to become a virtuoso brewer of bottle conditioned beers has seen Nøgne Ø put Norway firmly on the craft beer map.

Founded in 2002 by Gunnar Wigg and Kjetil Jikiun the first brews were interpretations of British and Belgian beers. Jikiun learned to

make beer as a home brewer in the USA, and has an unremitting passion to ignore the tenets associated with industrial brewing and to brew for the individual.

Starting the company wasn't easy and he often had to work without pay. Hardly surprising that it was tough as 98% of the beer consumption in Norway is mainstream, industrial lagers. A brewery producing bottle conditioned ales would always take time to become established.

But Jikiun's decision not to take any brewing shortcuts or use anything other than the best ingredients has seen the company become Norway's largest supplier of bottle-conditioned ales. Now these beers are available in the UK from James Clay and are much sought after by beer fans who learnt about the brews via clever viral marketing. In addition to its range of more than 20 different beers, which differ in taste and complexity from a golden hazy saison to an imperial stout of massive complexity, the brewery is the only European maker of Sake, a traditional Japanese drink, made from the fermentation of rice grains.

Mikkeller

A new prince of brewing comes from Denmark, Mikkel Borg Bergso, founder of Mikkeller. He is another rule breaker, inspired by America's beer revolution. He's a brewing gypsy, a travelling troubadour with no brewery of his own, only ideas. He creates his beers in collaboration with the likes of BrewDog Scotland, Drakes (USA) and De Proefbrouwerij (Belgium) who make the beers.

Imported into the UK by BrewDog, the company's first commercial beer is an astonishing stout, Beer Geek Breakfast. It contains seven different malts, handfuls of roasted barley and lashings of coffee. For the first brews, Bergso spent hours brewing the coffee to make sure the flavour and recipe was just right. But even extreme beers needs some balance and this one is kept in check by the addition of Centennial and Cascade hops. A swirl of citrus flavours shine thorough the roasted blackness of the beer.

Einstök

Einstök beers, from the fishing port of Akureyri, Iceland are brewed within touching distance of the Arctic Circle, just 60 miles north of the brewery. According to brewer Baldur Karason, the beers are made with the purest water on earth, from deep underground. He says the beers marry Belgian brewing traditions with Icelandic ingenuity. The inventive range includes a toasted pale ale, a white ale and robust doppelbock.

Brewer Karason says his craft beers are distinctive and flavourful and merit the premium price retailers can charge.

Distributed in the UK by Love Drinks, the beers have a high end appeal. Recently, mixologist Oskar Kinberg used White Ale in his award winning cocktail Beer Grylls. In addition, adding to the brand's status, White Ale was recently named one of the "best things in the world right now" by GQ Magazine.

And you can't get cooler than that!



Hit the Bottle

Some of the most successful pubs and bars at the moment are pulling in the punters by making sure they've got plenty of bottle. Jeff Evans explains how pubs can extend their beer range with a little imagination and very little risk

Few things turn off discerning beer drinkers more than a poor selection of beers in a pub or bar. Faced with an insipid range of international brands, they are likely to retrace their steps to the door and take their custom elsewhere - possibly moving a gang of friends or work colleagues with them.

So how do you address this potential loss of revenue if your bar is restricted on the lines of beers it can sell, perhaps through ties to breweries or pub companies, or perhaps simply by physical space? One realistic option is to hit the bottle.

Don't be Dull

Bottled beers are nothing new in bars, of course, but the biggest mistake many venues make is repeating in bottle the range of beers they already sell on draught.

Some drinkers are prepared to forgive a poor draught selection if there is something of interest in bottle behind the bar but, when they lean over to inspect the fridges and shelves, they are often frustrated by the dullness of the selection.

Chiller cabinets filled with versions of the same international lager that's being poured from a tap three feet away clearly represent a missed opportunity, but even if the beer brands in bottle are not the same, the type of beer very often is, and that's just as big a miss.

Look at the Supermarket

Anyone who has been supermarket shopping in the last ten years must be aware of the choice of bottled beers that are now available in the UK.

Today's aisles are loaded with representations of all the major beer styles of the world, from spritzly Bavarian weissbiers to zesty American pale ales.

"For a starter selection, perhaps opt for an IPA, a stout, a barley wine or Belgian monastic beer, a German wheat beer, a fruit beer and one or two good alternatives to the ales and lagers you already have on the bar"

Your establishment may not set that much store by beer provision, but it is a key part of your business so why not tap into what is going on - especially when, as many specialist beer bars understand, connoisseurs are happy to pay good prices for quality products.



An Interesting Selection

Keeping a selection of bottles covers a lot of bases. The first - as stated earlier - relates to variety. Most of your draught beers are likely to be ales (probably bitters) and lager (probably pilsner clones), so having a range of bottles broadens your offer considerably. You may even be able to stock a few stronger beers, such as barley wines or bocks, which are never easy to keep on draught, with few drinkers wanting to drink such heady beers all night.

“Choose quality - there are plenty of books and websites to point you in the right direction - and ensure there’s good variety”

The point is that, even if beer is not your venue’s prime attraction, a few bottles of something really interesting kept behind the bar may just win you a reputation for at least understanding that sometimes drinkers are seeking something a little different. That can earn a lot of brownie points in beer circles.

Low Risk, High Return

The other key positives about stocking bottled beers relate to outlay and turnover. Whereas ordering in a firkin of a guest ale may be a risky venture - if your pub does not yet have a guaranteed beer

clientele - a case of bottles can be sourced for a fraction of the price and can last much longer.

Unlike cask beer in particular, which needs quick consumption, bottled beers have lengthy best before dates, often up to a year or, in the case of strong beers, possibly two or three years. It’s hard to imagine a bar that can’t sell twelve bottles over that period but, if the beers just aren’t shifting, there’s always the opportunity for a fire sale as the best before deadline approaches.

Getting Started

“A few bottles of something really interesting kept behind the bar may just win you a reputation for at least understanding that sometimes drinkers are seeking something a little different”

So, here’s a suggestion. If you have the cellar and shelf space, put together a small list of bottled beers. Choose quality - there are plenty of books and websites to point you in the right direction - and ensure there’s good variety.

For a starter selection, perhaps opt for an IPA, a stout, a barley wine or Belgian monastic beer, a German wheat beer, a fruit beer and one or two good alternatives to the ales and lagers you already have on the bar.

Theatre of the Pour

If you really want to showcase these beers, bring in branded glassware, too. The ‘theatre’ of the pour and the smart presentation will turn heads and provoke interest in other customers. If space is at a premium, then at least get hold of some shapely unbranded glassware - nothing kills the anticipation of a fine bottled beer than being presented with a scuffed half pint sleeve to pour it into.

“You don’t need to become a dedicated beer bar to grab a slice of the action. A little shelf clearance, a few hours’ research and some inexpensive trial and error”

Promote Effectively

Be prepared to promote the bottles, using blackboards or printed tasting notes, explaining the provenance and idiosyncrasies of each one. If you serve food, perhaps consider pairing the beers to dishes on the menu (another reason for extending, via bottle, the number of beers you sell). Again, books and websites can help enormously with all this.

Serve Correctly

Make sure, of course, that the beers are served at the right temperature. It’s not difficult: just work on the basis that lagers and wheat beers need to be fridge cold, and bitters, milds and stronger beers just on the refreshing side of cool.

Modify the Selection

As interest develops, you can modify the selection, dropping slow movers in favour of new styles of beer or exotic beers from far-flung corners of the world. It is easy to get hold of American craft beers these days. Belgian beers are similarly well represented in the wholesale sector and other countries, from Scandinavia in the north to Australia down under, are increasingly popping up on supply lists.

“If space is at a premium, then at least get hold of some shapely unbranded glassware - nothing kills the anticipation of a fine bottled beer than being presented with a scuffed half pint sleeve to pour it into”

There has never been a better time to be a beer drinker, such is the variety and quality of beers available today, most only in bottle.

Don’t Lose Customers

You don’t need to become a dedicated beer bar to grab a slice of the action. A little shelf clearance, a few hours’ research and some inexpensive trial and error and you can turn around the reputation of your establishment.

It may also prevent those discerning drinkers taking their custom, and that of their mates, to your rival round the corner.





Craft Brewing from Monteith's

Monteith's

Kiwi brand takes flight in the UK!

Monteith's Brewing Co.: We couldn't be any further away... but no other brand is closer to giving your customers exactly what they need...

New Zealand's leading craft beer brand, Monteith's Brewing Co., arrives on UK shores in early 2014 with a unique selection of crafted beers from the company's range of over 20 beers and ciders. Established by Stewart Monteith in 1868 for the pioneering gold mining communities on the country's West Coast, this heritage brand has long been loved by a series of successive generations of New Zealanders and is now establishing a wider global audience.

The experimentation appeal of craft beer makes it one of the most dynamic categories and the arrival of Monteith's brings vibrant new choices to the UK market. Monteith's provides exciting, intriguing and highly accessible new options that meet the needs of existing craft beer consumers, while also attracting new craft drinkers from mainstream and premium categories.

This combination of quality, heritage, craftsmanship and newness gives Monteith's a unique 'Kiwi factor' appeal that UK consumers will love to discover and explore at the bar.

With the powerful, long established links between the UK and New Zealand, there's a strong attraction for UK indie beer drinkers to explore the new range but it's actually the quality and range of the Monteith's portfolio that makes it such a powerful performer across any drinking occasion or season.

In addition, Monteith's is particularly focused on complementary food pairings, giving consumers the opportunity to explore beer and food matches to create a stronger and more satisfying holistic

dining and drinking experience. This is also supported by an entertaining and informative interactive system on the Monteith's website (www.monteiths.co.nz)

The initial launch range for the UK market comprises 4 brands, presented in 33cl bottles, with the distinctively appealing packaging that encourages navigation across the Monteith's range:

Monteith's Bohemian Pilsner Beer - An eastern European-style lager with immense flavour and enormous hop character, this premium beer leaves you with a clean, crisp taste.

Monteith's Pacific Pale Ale - The intensity of North West American hops with the liveliness of New Zealand hops, filtered to give a clear straw appearance. Beginning with a zesty citrus aroma, this pale ale has a full malt flavour and crisp finish.

Monteith's Summer Ale - The malts give it the smooth heart, the single hop and ginger its touch of spice. A little rata honey finishes things off nicely, leaving a truly refreshing taste experience. Now available all year round.

Monteith's IPA - There's plenty of rich maltiness from this Pale Ale and higher-kilned malt combination. The blend of Cascade and special New Zealand hops create a fruity aroma with a dose of bitterness to drive home the hop flavour. A beer for the IPA aficionado with a distinctly Kiwi style. Perfect for a moment spent catching up with old mates.

All Monteith's beers are naturally brewed without artificial additives or preservatives; in fact, the only additives are natural ingredients such as rata honey used in the Summer Ale.

The UK launch will also be supported by an extensive programme of on-trade tastings and fresh POS items, including a strong expression of the quality and heritage that form the remarkable pioneering story of Monteith's and messaging that encourages consumers to explore these exciting new options.

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A World of Difference

World Beer Pioneer

In the battle for the hearts and pounds of Bristol's more discerning beer drinkers, a couple of small backstreet pubs punch way above their weight in the fight thanks to a great range of imported craft beers

Dawkins Taverns are unashamedly wet led pubs, and all of them specialise in great cask beer, hardly surprising since owner Glen Dawkins also brews the stuff - under another wing of the company, Dawkins Ales.

But while cask beer may make up 80% of 80% of group sales (that's around two-thirds, in case you don't have a calculator handy), it takes more than a sound selection of real ales to transform old-school locals into destination pubs.

"While classic Belgian beers speak of connoisseurship and maturity of palate, the hoppy, aromatic American beers attract a younger, zippier crowd"

After all, a cursory glance at the Good Beer Guide will demonstrate that Bristol is one of the UK's most exciting beer cities, and is brimming with pubs and bars with more extravagant cask offerings than those in the Dawkins stable; so what's the bait that lures the customers through his doors?

The answer in two of his five houses is foreign beers.

Different Worlds

The Victoria has a selection of 40 bottled beers from Belgium and has Delirium Tremens on draught, while the Portcullis specialises in American beers.

The two selections appeal to completely different audiences, explains Glen: while classic Belgian beers speak of connoisseurship and maturity of palate, the hoppy, aromatic American beers attract a younger, zippier crowd.

"The foreign beers are a straightforward exercise in traffic building, the enthusiasts bringing their less choosy friends along with them"

The foreign beers are a straightforward exercise in traffic building, the enthusiasts bringing their less choosy friends along with them; but in both cases, as is the way at Dawkins Taverns, it was the personal enthusiasms of the pubs' own managers - Dee & Paul Tanner at the Victoria and Joe Goldsworthy at the Portcullis - that made it happen.

Knowledge is King

Enthusiasm and knowledge are equally important in both selecting a good range and then selling them on to the customers. Not everyone that starts work at the pub comes in with the necessary knowledge - in fact, it's rare - but if the enthusiasm is there, beer is a fascinating subject that can inspire a desire to learn. And once the staff are informed, they can inspire and enthuse the customers, who are increasingly eager to know about what they're drinking and where it comes from.

"Not everyone that starts work at the pub comes in with the necessary knowledge - in fact, it's rare - but if the enthusiasm is there, beer is a fascinating subject that can inspire a desire to learn"

"Dee & Paul really know their Belgian beers and they're off prospecting in Bruges once or twice a year to keep the range up to date," says Glen. "As for Joe, he's even set up his own importing company as a sideline. He sells to quite a number of other pubs - including the Hillgrove - from the brewery site in Bath and he's shifting quite a few pallets now."

The success of locals like the Portcullis and the Victoria, both far from busy high street locations, shows that there is a demand from the beer drinking public for interesting imported craft beer, whether from just across the channel or from the other side of the Atlantic.



The Speciality Specialists

Melissa Cole asked some of the beer world's top trendsetters and spotters to share their thoughts on the key trends driving the desire for world beers, and what they think will be 2014's next big thing from foreign shores.

Crystal gazing is tough, but there are some nailed on trends that, if they are right for your outlet, could expand beer sales. But remember, you can't do it alone, staff have to be trained and trained well - not even the best beer will sell itself. It's not hard; beer is an inspiring and interesting subject to study, and there is a lot of help available from importers and distributors.

American brewers are generally touted as being set to continue their onslaught into the UK market, and it's hard to disagree with that. Italy is being watched closely by those in the know, and Scandinavian beers will continue to creep into the market too, while South American brands may be worth stocking for World Cup promotions.

On the negative front, I think there'll be more 'grey market' beers that aren't in good condition. It's not just that they may be nearing their sell-by date - if they haven't been looked after in transit or storage, quality will be affected. Beware - your customers are smart, they're well travelled, they know what these beers should taste like and paying up to 5 times more for them in the UK, in sub-standard condition not only damages the brewery's reputation but your venue's too - please think twice.

So, that's my two penn'th; what do the actual beer sellers think? I put some questions to a few of the UK's finest to find out.

What are the trends to look out for in 2014?

With the 2014 World Cup being held in Brazil, it was thought that South American beers would enjoy their moment in the sun, although perhaps only briefly.

Graham Archibald of Morgenrot - importers of world beers, including the Spanish Alhambra and Quilmes from Argentina - says "I definitely think there will be a Latin carnival theme. To this end, I think bars will miss out if they don't have an offering including some Spanish or South American brands like Quilmes."

"I definitely think there will be a Latin carnival theme this year. To this end, I think bars will miss out if they don't have an offering including some Spanish or South American brands"

Beer and food pairing will have a more long term impact on the growth of craft beers - their intense flavours and stylish packaging make them very much at home on the dinner table.

Graeme Richardson of Heathwick, UK importers of beers from US brewers Fordham and Dominion, points out that beers which offer

Trendspotting



depth, and more complex flavours, are not only increasingly popular with the urban drinker but also provide much more exciting opportunities with food pairing and cocktail making.

Morgenrot's Graham also cites the food factor "I think Spanish beers will continue to flourish in the UK as tapas and casual dining in general continues to gather momentum."

Phil Harding of Boutique Beer Brands believes the next big food trend is going to be a return to French. "I think we'll see an upturn in interest in beers of provenance from France"

Cave Direct's Marketing Director Aubrey Johnson, is confident that 2014 will see the establishment of many new micro-breweries, more brewery collaborations and the release of a myriad of experimental beers. "It will also see many new drinkers entering the premium and speciality beer sector - drinkers who are increasingly rejecting mass produced bland tasting beer brands and are actively seeking out characterful, approachable beers, which have genuine provenance."

General consensus of opinion: provenance, authenticity and quality will continue to be key to the UK's increasingly experimental, discerning and well-travelled consumer

So where in the world are the hottest new breweries?

There is literally a world of opportunity, but most operators have limited fridge space, so which countries should they look to when planning their craft beer list?

As Aubrey points out, "The craft beer revolution is now truly global - with exciting beers coming out of every continent. There is still an amazing energy in the US craft scene and I think American craft brewers will continue to lead the way in both product and brand innovation and consumer education. Kona from Hawaii, to name one, are making some outstanding beers, all presented in beautiful packaging. Also, look out for new breweries popping up in Belgium and Germany which are putting a new spin on their traditional national beer styles. Belgium's Troubadour is a fine example of these 'New Wave - Old World' brewers."

"Beers which offer depth, and more complex flavours, are not only increasingly popular with the urban drinker but also provide much more exciting opportunities with food pairing and cocktail making"

Morgenrot's Graham says "It's difficult to pinpoint just one country/region which is hot at present, as the consumer's search for variety and the trade's quest for a point of difference means that there is an eclectic mix of brands prospering in the On-trade.

"North America is producing some great new beers as is Scandinavia, and I've also tried some great craft beers from Australia in the past year. For us our Windhoek brand from Namibia is one I would highly recommend and with the North American scene still creating a lot of excitement our Sleeman brand is also one seeing good interest."

Graeme Richardson also believes the US still has a lot more to offer.

"In terms of new and emerging breweries, clearly the US still has a lot to offer and we see Fordham and Dominion being part of that development for 2014."

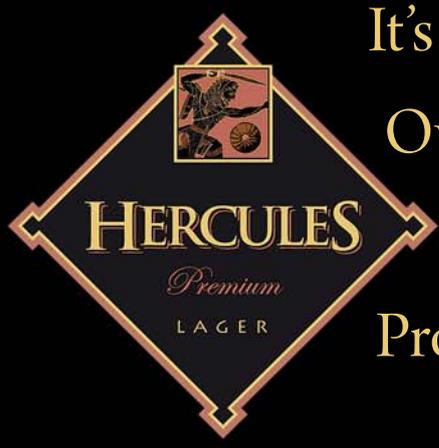
Phil Harding doesn't argue with that "Recently everyone has been looking at what has been coming in from the USA so they've been the must-stock beers. I've also had some great beers from Mexico and the craft scene is exploding at the moment over there. However, I would suggest that people will start to show more interest in the classics from Belgium again as the market matures."

And what do the guys on the frontline say?

When we asked Chris Mair & Calum Carmichael of cutting edge craft beer cafe Hanging Bat, they replied "It's a worldwide boom. It also depends on taste. If you want amazing Belgian beers, probably Belgium. If you want amazing west coast IPA's, go to the west coast. Provenance is key."



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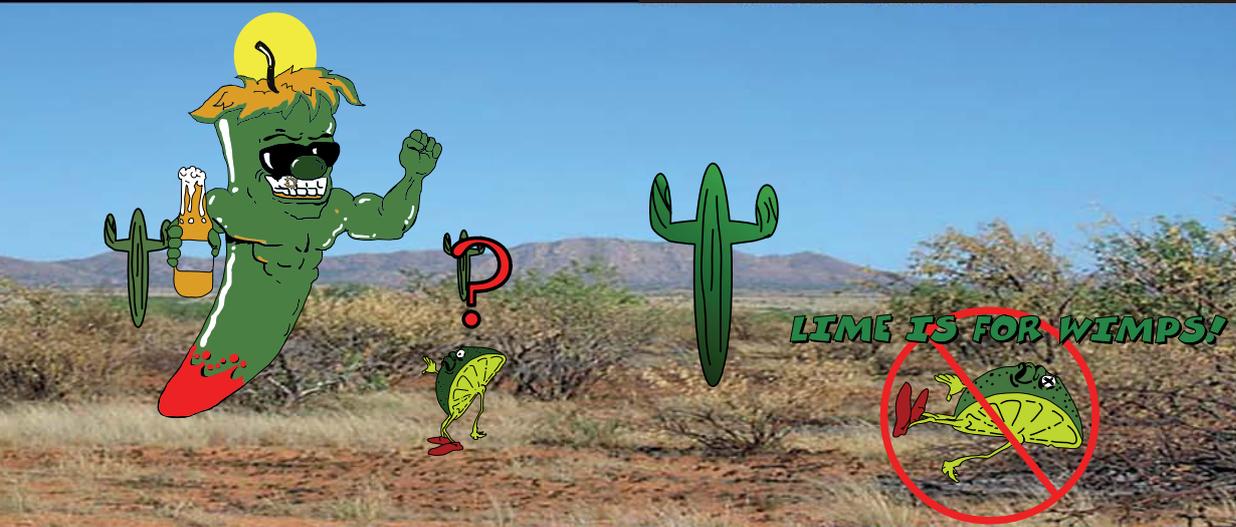


It's "Game Over" for Mass Produced Beer!!

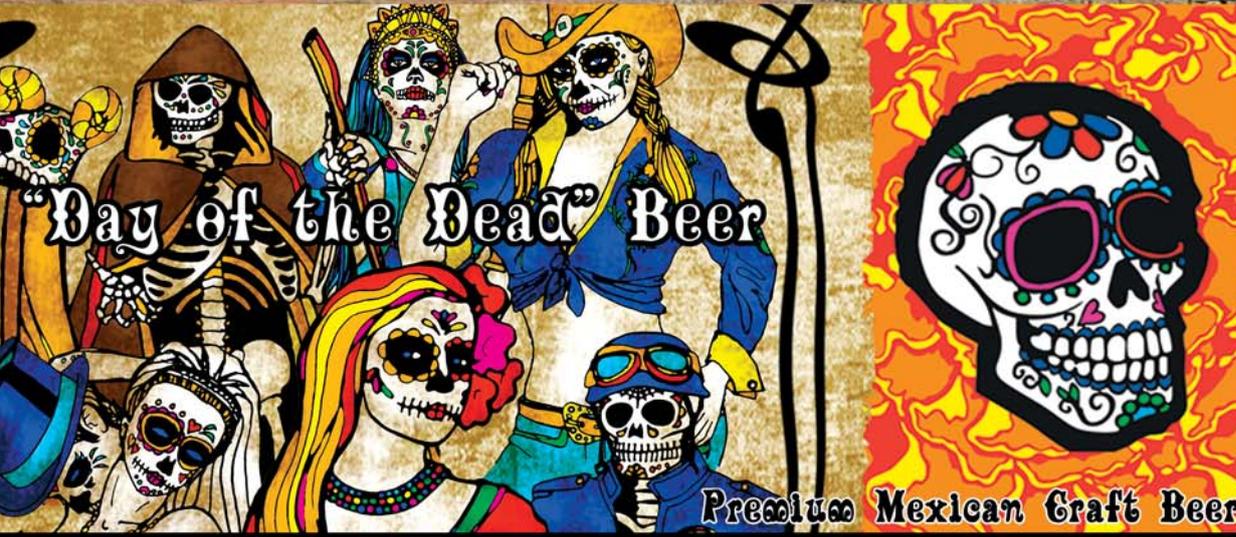


Laissaez les bon temp roulez
let the good times roll

DIXIE



LIME IS FOR WIMPS!



"Day of the Dead" Beer

Premium Mexican Craft Beer



Which foreign beers do you consider a 'must stock'?

"Lagunitas beers from the US; Schlenkerla Märzen can be a game changer for a customer new to the scene. Brooklyn Lager and Anchor Steam for newer bars," advise the Hanging Bats

Matt Gorecki, operations manager of the North Bar group in Leeds, suggests a balance of classics and interesting new beer. "If I was going to pick one I'd say Orval but in terms of 'must stock' I'd say concentrate on styles rather than individual brands, keep all the bases covered."

Aubrey Johnston agrees "Bearing in mind many drinkers are new to craft and speciality beer and need to be drawn into the sector, it's important to have a permanent selection of what could be termed 'stepping stone' beers - high quality yet accessible examples of the classic world beer styles such as Belgian blonde ale, wit bier and fruit beer, Bavarian Helles lager and Weiss bier and British IPA.

Graeme Richardson also has good advice for anyone looking to stock craft beers that will appeal to a wide range of customers. "Drinkers looking for more flavour, and dipping their toe into the world of craft beers, can sometimes run in the other direction if they are hit by an aggressively hopped beer. Fordham's Copperhead Amber-style Ale is an ideal stepping stone." And at 5.2% abv it's also a lot more sessionable than many other Americans.

"Grey market beers tend to be overpriced and old. The concern is that this leads to a disappointing consumer experience that drives new consumers away"

James Clay, eponymous manager of the company that supplies an eye-watering range of speciality beers, suggests an eclectic list that would offer something for everyone: From America: Anchor, Brooklyn Lager, Flying Dog Raging Bitch, Founders All Day IPA. Belgians: Duvel, Vedett White, Westmalle Dubbel, Orval, Timmermans Strawberry, Liefmans Cuvee Brut. Germans: Schneider Weiße Original & Aventinus, Schlenkerla Rauchbier Marzen. For something more exotic add Hitachino White Ale from Japan and Norway's Nøgne Ø Imperial Brown Ale.

Would you suggest avoiding 'grey market' beers?

"Absolutely" says Cave Direct's Aubrey "As importers and distributors, we work in close partnership with international breweries to try to ensure that the consumer gets the full beer experience as intended by the brewery. We work to ensure that the retailer is fully supported by a range of important support services such as branded glassware, point of sale and marketing activity, dispense equipment and technical support, staff training, customer tastings and direct to outlet beer delivery."

And Graham Archibald agrees "In the OnTrade quality and consistency is vital. While grey market beers may allow venues to occasionally get something a bit unique and at cheaper price, consistency of supply will always be an issue."

"If people want something that's not provided by the established suppliers then someone is going to provide it" says Matt Gorecki, "It's not always economical for bigger suppliers to bring in small batches of hard to get hold of beers. If someone is willing to take the risk then it means traders can bring exciting and hard to find beers to market and delight a small section of beer drinkers."

But as James Clay explains "Grey market beers tend to be overpriced and old. The concern is that this leads to a disappointing consumer experience that drives new consumers away from the quality beer category"

And that would be a pity, when speciality beer has the potential to be the most inspiring - and profitable - trend to keep the drinking public interested in 2014.

And beyond...



Speciality Beer Specialists

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www.thebeerboutique.co.uk

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Beer Paradise

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Tockwith York

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www.beerparadise.co.uk

Casa Julia

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www.casajulia.co.uk

Cave Direct

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www.german-bier-warehouse.com

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020 7378 9461

www.utobeer.co.uk

Imported Beer Over Here

Åbro **Sweden** **B 5.1%**

'The Swedish One' is an award winning lager from an independent, family-owned brewery whose roots stretch back to 1856. Brewed to German Purity standards using a blend of Spalt Select, Taurus and Perle hops, it has a hint of spiciness, while the sweetness of the Pilsner and Munich malts cuts through the hops' bitterness

Chilli Marketing 0870 2424 608

www.abrolager.co.uk/

Alhambra **Spain** **B/D 4.6 - 7.2%**

Regarded as the leading craft brewery in Spain, Alhambra has been brewing to the same exacting standards since 1925. In the UK Alhambra Premium - a classic Andalusian lager and Especial - a Pilsener are available on draught, while Reserva - in its unique embossed bottle, Negra - a special dark lager and Mezquita - made in the style of a Belgian Abbey beer, are all in 33cl bottles .

Morgenrot Group 0845 070 4310

www.morgenrot.co.uk

Matthew Clark 01275 891400

www.matthewclark.co.uk

Ambar Especial **Spain** **B 5.2%**

Founded in 1900 La Zaragozana still operates its original brewery in the centre of Zaragoza where traditional methods live side by side with state of the art technology. The careful mix of malts, made from the most select varieties to two-row barley, give it body and roundness to the palate and its unmistakable finesse and bouquet. Yeast ferments the wort at

low temperature (12°) and slow maturation and conditioning at 0° brings out the beer's refinement and brilliance. Its amber colour is a result of the half roasted malts used in its brewing and which give it a unique bitterness in harmony with its body. The choice of bitter and aromatic hops lend the beer its characteristic fresh bitterness.

Pierhead 01322 662377

www.pierhead.uk.com

Bellerose **France** **B/D 6.5%**

This award winning beer is a hybrid of a French 'Bière de Garde' and an IPA. With distinctive citrus and lychee aromas, it has a hoppy, but refreshing aftertaste.

James Clay 01422 377560

www.jamesclay.co.uk

Matthew Clark 01275 891400

www.matthewclark.co.uk

Birra Moretti **Italy** **B/D 4.6/4.8%**

A genuine Italian import with a golden colour produced from the top quality malt that has been used in the brewing process for 150 years.

Heineken 08457 101010

www.heineken.co.uk

Matthew Clark 01275 891400

www.matthewclark.co.uk

Birra Poretti **Italy** **B 4.8%**

A floral, fruity flavoured lager brewed in Italy it has a cleaner, less grainy flavour than other Italian beers making it the perfect accompaniment to traditional Italian food.

Carlsberg UK 0845 6013 432

www.carlsberg.co.uk

Casablanca Morocco B 5.0%

Brasseries du Maroc was founded in 1919 before being taken over by Castel in 2003, the company counts over 800 staff and 4 production sites. Casablanca is the leading domestic and export brand of the Brasseries du Maroc and Morocco. Casablanca is a bottom (or cold) fermentation lager type beer matured for 35 days before bottling for a richer and smoother tasting experience. Casablanca has a perfect balance of malt sweetness with a clean finish. A pale straw colour with hints of malted grain and bread. An ideal accompaniment to the ever popular North African cuisine.

Pierhead 01322 662377 www.pierhead.uk.com

Chili Beer Mexico B 4.2%

Cave Creek being the desolate, excruciatingly hot place that it is, means beer is pretty important so in 1989 Crazy Ed Chilleen started brewing his own beer. The whole town was suspicious when the brewery arrived in crates with a German named Arnold. But after the first batch people started to come around to the idea. The beer was so good city folk started to come from all around to try it. Ed knew something had to be done to protect their precious beer, so whenever someone whined for a wedge of lime, Ed tossed in a hot Serrano chilli pepper instead, and Chili Beer was born. Chili beer is brewed in Tecate, Mexico and is Hot Hot Hot. Strange sensation, very hot & very cold, mind blowing!

Pierhead 01322 662377 www.pierhead.uk.com

Coopers Australia B 4.5-7.5%

Australia's sole remaining independent and family owned brewery, represents a masterful fusion of modern innovation and Coopers brewing tradition and enjoys an international reputation as a brewer of distinction. To this method of natural brewing Coopers apply the finest Australian natural ingredients; malt, hops, cane sugar, water and yeast. These ingredients are artfully blended without the use of any chemical additives or preservatives.

Coopers Pale Ale (4.5%), with its fruity and floral characters, balanced with a crisp bitterness, this has a compelling flavour which is perfect for any occasion. Naturally fermented in the "Burton upon Trent" style, a secondary fermentation creates the trademark sediment that gives 'Pale' its fine cloudy appearance. Coopers Sparkling Ale (5.8%) With its famous cloudy sediment and a full bodied ale flavour with a distinctive balance of malt, hops and fruity characters, Coopers Sparkling Ale is a world class brew. Little has changed since Thomas Cooper produced his first batch in 1862. It's still brewed naturally using the centuries old top fermentation method and it still tastes great! Coopers Extra Stout (6.3%). a beacon for lovers of a hearty brew. With its robust flavour comprising a blend of fruit, chocolate and hop bitter notes, it's everything

a stout should be. Brewed naturally using a top fermentation method, Coopers Stout's unique rich, dark texture comes from specially roasted black malt). Coopers Vintage Ale, which is brewed once a year at around 7.5%. This beer is immensely complex with rich fruit, orange, sherry and fresh tobacco on the nose and palate. The beers are bottle conditioned with live yeast and improve with age.

Pierhead 01322 662377 www.pierhead.uk.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Crocodile Sweden B 5.2%

The History of Kronleins Brewery dates all the way back to 1836 when the founder Anders Julius Appltofft bought an old house at Stora Torg known as 'Three Hearts'. For over 6 generations Kronleins has been a Family run business and is today the oldest beer brewing family in Sweden. Using Pilsnermalt, Per.le och Tettnager Hops, corn and barley this beer is truly a perfect thirst quencher. The water used to brew Crocodile is of very high quality – pure with a natural taste. It is from this well that Kronleins has taken its water since the start in 1836. Hoppy and lightly malted. Its flavours are clean and dry, with a nice bite to the finish – truly a premium beer in every sense.

Pierhead 01322 662377 www.pierhead.uk.com

Cruzcampo Spain B 4.8%

Spain's number one authentic lager dating back to 1904 and one of the biggest volume Spanish brands in the UK. Proudly brewed at source in Seville, Cruzcampo is golden in colour, with a malty aroma and a clean, refreshingly crisp finish, which leaves you wanting more.

Heineken 08457 101010 www.heineken.co.uk

Cubanero Fuerte Cuba B 5.4%

Also brewed by Cerveceria Bucanero this strong and full-flavoured, beer is made from the most natural and freshest ingredients, with superior malt and blended with just a touch of Cuba's finest sugars. 100% original Cuban beer. Full flavoured with subtle malt undertones whilst maintaining refreshing sweet notes.

Pierhead 01322 662377 www.pierhead.uk.com

Cusquena Peru 5.0%

Cusqueña (CUS-KEN-YA) is brewed using the finest natural ingredients, including 100% malt, Saaz hops & pure glacial melt water from a staggering source, 18,000 feet high in the Peruvian Andes. Genuinely brewed at source for nearly a century, in accordance with German purity laws, this exceptional multi-gold award winning lager is intensely crisp with a rich, yet clean refreshing aftertaste.

Chilli Marketing 0870 2424 608 www.cusquena.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk



Day of the Dead **Mexico** **B 5.5%**

For 3000 Years the Aztecs honored the unique character of the deceased individuals in an annual celebration. Ceremonies included using parts of the skeleton, most commonly the skull. Relatives placed native marigolds in the eye sockets to reflect the life that once was. The aromatic flowers adorned altars, said to invite the spirits to return on this day. Today this festive Holiday is a celebration of life. Modern celebrants decorate in the joyful colors of Mexican roots, painting faces and singing to wake the dead.

Day of the Dead beers are made by Cerveceria Mexicali to celebrate life and honor the traditions of this great holiday.

6 beers make up the portfolio, Blonde Ale (5.3%) is a golden beer of excellent balance, with medium body, mild caramel sweetness and a soft pleasant bitterness. Amber Ale (5.5%) is a nice copper colour with a creamy head - a rich pleasant ale perfectly balanced between soft toffee and caramel. Pale Ale (4.7%) is amber in colour with medium body, pleasant floral aroma with a distinctive bitterness and great character. IPA (6.8%) is a copper coloured, full bodied beer with rich malt tones perfectly balanced between a smooth and delicate sweetness and just the right amount of bitterness, and great hop and floral aromas. Porter (4.6%) is a deep brown colour with red highlights. A full bodied beer with rich roasted malt and chocolate notes. It finishes with good hop, creamy toffee and caramel followed by delicate coffee notes finishing with a smooth chocolate aftertaste. Hefeweizen (5.4%) is a golden wheat beer with a delicate balance of banana esters and clove, an excellent medium body and moderate bitterness.

Pierhead 01322 662377

www.pierhead.uk.com

Dixie **US/UK** **B 4.5%**

The Dixie brewing company history can be traced back to 1907, where it was originally brewed, sadly when hurricane Katrina hit in 2005 the brewery was tragically destroyed. Most notably unsalvageable was the Cypress wood vats where Dixie was fermented. Today Dixie is craft brewed in the UK using Cypress wood chippings during the brewing process to replicate the authentic taste in line with the original recipe.

Pierhead 01322 662377

www.pierhead.uk.com

Dos Equis **Mexico** **B 4.5 - 4.8%**

Imported from Mexico, a pilsner and an amber coloured lager beer with a rich creamy head and smooth mellow flavour.

Heineken UK 08457 101010

www.heineken.co.uk

Eggenberger **Austria** **B 5-14%**

A famous Austrian brewery on the site of an old Benedictine monastery, where commercial brewing existed at least as far back as 1681. An eclectic mix of beers are produced, such as MacQueen's Nessie (made with Scottish whisky malt), Urbock 23 and Samichlaus (one of the rarest beers in the world) and the brewery's pils, Hopfenkonig, which is lagered for 12 weeks

James Clay 01422 377560

www.jamesclay.co.uk

Einstock **Iceland** **B 5.2-6.7%**

The Einstock Brewery is located just 60 miles south of the Arctic Circle, delivering the purest water and the perfect foundation for brewing deliciously refreshing craft ales which include White Ale, Pale Ale, Toasted Porter and Doppelbock

Love Drinks 020 7501 9630

www.lovedrinks.co.uk

Matthew Clark 01275 891400

www.matthewclark.co.uk

Estrella Damm **Spain** **B/D 4.6%**

Estrella means star in Spanish, and is associated with good times, like Barcelona itself, where the beer is brewed - cosmopolitan and passionate, relaxed, festive and welcoming. A pilsner style beer, it has been brewed in Barcelona since 1876 and is the flagship beer of S.A. Damm, which also brews a gluten-free beer - Daura - and a craft beer created by El Bulli chef, Ferran Adria

Wells & Youngs 01234 279298

www.wellsandyoungs.co.uk

Matthew Clark 01275 891400

www.matthewclark.co.uk

Hitachino Nest **Japan** **B 5.5-7.5%**

A range of craft beers renowned in Japan and in the last few years becoming known and respected worldwide. Recognised by their signature 'owl' logo, the beers combine European beer-making technology with traditional Japanese brewing techniques; a wide range of craft beers are available: White Ale, Amber Ale, an IPA and a Red Rice Ale.

James Clay 01422 377560

www.jamesclay.co.uk

James Boags Premium Australia B 5.0%

In 1853 James Boag began his brewing tradition on the banks of the Esk River in Launceston, Tasmania. In 1881 the Esk Brewery was established. Under the leadership of James Boag and his son the brewery quickly established a reputation for brewing the highest quality beers. This Beer is fermented at a lower temperature than most Australian lagers and employs an extended maturation period. These combine with a mixture of kettle and late hopping to yield a crisp pale lager which perfectly complements fine food. Hoppy and lightly malted. Its flavours are clean and dry, with a clean, dry flavour

Pierhead 01322 662377 www.pierhead.uk.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Kirin Ichiban Japan B/D 5.0%

This super-premium beer is brewed under license in the UK by Wells & Young, according to the legendary and demanding Shibori process - the world's most expensive brewing method, using only the sweet, flavoursome liquid from a single pressing of the finest ingredients

Wells & Youngs 01234 279298 www.wellsandyoungs.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

La Trappe Holland B 5.5-10%

La Trappe is the only Trappist brewery not in Belgium, and was founded in 1880 by monks seeking refuge from France. 100 years later the friars regained control of the brewery and today brew a range of beers.

Dubbel (7%, a deep red-brown colour with a soft aromatic, caramel-like character, a little bit sweet in taste with a fresh aftertaste, Triple (8%, a remarkably strong beer that owes its notably spicy character to the coriander undertones. Golden blond colour and a fruity, bitter sweet taste) Quadruple (one of the strongest for La Trappe at 10%, it spends extra time fermenting in the cellars in oak barrels which is where it takes on the unique scent and flavour that is comparable to wood aged red wine. The beer has a beautiful amber colour with a warm taste full and well balanced, a little bit sweet but pleasantly bitter) and Witte (5.5%, the first and only Trappist white beer in the world. This is a fresh thirst quencher with a refined character. Brewed with very aromatic varieties of hops and mainly wheat malt, La Trappe Witte is unfiltered.

Pierhead 01322 662377 www.pierhead.uk.com
James Clay 01422 377560 www.jamesclay.co.uk

Lindeboom Holland B 5.0%

A small, fiercely independent family brewer in the south of the Netherlands brews this highly regarded pilsener. A mostly bitter mix of herbal hops and malt with a nose of sweetcorn. This is a high quality, very drinkable fruity beer with a dry, lime-like hoppiness to finish

James Clay 01422 377560 www.jamesclay.co.uk

Little Creatures Australia B 5.2%

The leading independent craft beer in Australia, this award winning, bottled conditioned beer is now available in the UK. The beer was inspired by a hop driven American pale ale while the name comes from the Talking Heads album and refers to the live yeast cells that turn the sugars into alcohol

Aspall 01728 860510 www.aspall.co.uk

Mahou Spain B/D 5.5%

Authentic Spanish lager, imported from Madrid, the official beer of Real Madrid.

Carlsberg UK 0845 6013 432 www.carlsberg.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Menebrea 1846 Italy B/D 4.8%

An award winning, hand crafted beer from Italy's oldest brewer. Additive free, it's the only Italian lager still brewed using a completely natural "slow fermentation" process. This pale lager is a well-balanced beer with a marked floral fruitiness coming through from the aromatic yeasts used in its production - aged 45 days in Slovenian oak

James Clay 01422 377560 www.jamesclay.co.uk

Meteor Blonde France B 4.6% D 5.0%

A traditional blond Biere d'Alsace. Discover a rich foam, golden colour and lightly hopped Blond Beer. Delicate on the palate with a fresh, clean and crisp taste to finish.

Casa Julia Plc 01376 320269 www.casajulia.co.uk

Mexicali Premium Lager Mexico B 5.0%

Cerveceria Mexicali, S. A. de C.V., was founded in 1923 by Mr. Miguel Gonzalez and Mr. Heraclio Ochoa it was the first industrial brewery in Baja California, upon its inauguration, the brewery became one of the biggest, solid industrial facilities in the Northwest region of the Republic. The success of the brew was due to the genius of its German brew master, Mr. Adolfo Bindher. After several decades of success, the secret formula was passed on to Mr. Bindher's son, who took the responsibility of brew master to insure the same high standards of brewing were kept, as well as the secret of an inherited formula.

Available in Golden - with aromas of sweet malt, lightly floral and hoppy. The flavor reflects its hop bitterness; slightly sweet and just a perfect balance of two row barley malt, Chinook, Mt. Hood and Peerless hops that culminate to a very clean and semi-dry finish - and Dark - a real beauty! The color is bright, clear and dark brown. The aroma is lightly sweet, pleasant toasted malt, with a slight coffee background. This medium bodied dark beer has great carbonation and finishes with strength. Great aftertaste

Pierhead 01322 662377 www.pierhead.uk.com

Monteiths New Zealand B 4-5.2%

Since 1868 the Monteiths brewery has been producing its family of beers to exacting standards, using only the best raw materials. The uniqueness of their brews is largely due to the combination of brewing process, ingredients and the approach of the brewers - all Monteiths beers are batch brewed and slavishly adhere to the quirks and characteristics of original styles.

Monteiths Original Ale (4.0%) a New Zealand pale ale that has been brewed to the same family recipe since 1868. It is a well-rounded ale with caramel-malt and burnt sugar characteristics and robust hop presence. On closer inspection there is a subtle blackberry aroma which originates from the female flowers of the Pacific Gem Hops. Monteiths Pilsner (5.0%) A bohemian-style lager, brewed in the heritage of extremely hopped blonde beers from Eastern Europe. This beer has an explosive hop tang and its refreshing cleansing attributes come alive with peppery and spicy meals that complement its strong herbaceous bitterness. Monteiths Golden (5.0%) Brewed in the Munich style, a special yeast strain and selected fermentation conditions allow the master brewer to be able to develop a crisp natural freshness from the lager yeast during maturation. This is a smooth malty lager with mellow hop character and cashew nut richness. Golden is a superb accompaniment to smoked salmon and many other foods. Monteiths Black Beer (5.2%) In the heritage of dark West coast beers, this crisp, rich and smooth black uses five premium malts to provide chocolate and coffee characteristics and complexity. With biscuit, nutty caramel chocolate and coffee malt characteristics it is a special taste in beer that is truly remarkable. Monteiths Radler (5.0%) is a refreshing fruity lager beer, with an invigorating tangy fruit character and zesty finish its a great match with lighter foods, especially seafood and salads

Pierhead 01322 662377 www.pierhead.uk.com

Moosehead Lager Canada B 5.0%

Brewed with a century old commitment to quality and excellence, Moosehead products are unrivalled for their distinctive flavour and individuality. Only the most carefully selected ingredients are used by Moosehead's brewmaster in each brew, using a special strain of yeast, whose characteristics are a closely guarded secret.

Moosehead Lager is a golden colour, light in body and highly refreshing. Made from an age-old yeast culture. Brewed longer to impart its unique flavour, with a fine balance between malt sweetness and hop bitterness. Moosehead Pale Ale is brewed with premium 2-row barley malt and traditional top fermentation process to produce flavourful, smooth ale with a clean finish. The yeast strain used for Moosehead Pale Ale is over 100 years old. With its inherent strength, distinctive taste and clean European character, Moosehead Pale is a genuine beer drinker's beer.

Pierhead 01322 662377 www.pierhead.uk.com

Moritz Spain B 5.4%

A pale, blond lager from Barcelona. Great history, great beer. Spanish sunshine in a bottle.

Cave Direct 01622 710339 www.cavedirect.com

Nøgne Ø Norway B 6-7.5%

An innovative brewer of bottle-conditioned ales ranging from a light and hoppy Pale Ale to a dark rich imperial stout the way a Russian Tsar would have liked it. The range also consists of an IPA, a Brown Ale, a Porter and a Saison, all in 500ml bottles

James Clay 01422 377560 www.jamesclay.co.uk

Palma Cristal Cuba B 4.9%

Cristal is the authentic Cuban beer, brewed with the highest quality ingredients. Its personality and truly refreshing taste has made it the favourite and most popular beer in Cuba. Today it is the brand of choice for 80% of Cuban consumers and has also become a favourite amongst tourists. Each bottle is stamped with the Royal Palm tree, the national tree, which symbolizes the authenticity of this fine beer. Cristal is brewed with top quality malt and natural water from a deep spring source making it crisp, light and refreshing with a revitalizing light hop flavour.

Pierhead 01322 662377 www.pierhead.uk.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Pelforth Blonde France B 5.8%

Established in 1914 in Northern France, the brewery's flagship brand - Pelforth Blonde is a lager-styled beer with a clean, malty, thirst quenching taste that belies its strength.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Peroni Gran Riserva Italy B 6.6%

A full flavoured lager brewed from Saaz hops and Prisma barley malt.

James Clay 01422 377560 www.jamesclay.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Peroni Nastro Azzurro Italy B 5.1%

The number one premium Italian imported lager in the UK; a crisp & refreshing beer with an unmistakable Italian taste. It is brewed using the creativity & flair of Italians, blending the finest hops with two row spring-planted barley & Italian maize.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk

Quilmes Argentina B 4.9%

A cult classic, dominating the South American market since 1888, Quilmes is brewed using the finest Patagonian hops, barley and using the purest, crystal clear water. Quilmes has a golden hue, expansive character on the palate with fruity undertones and a rich texture.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk
Matthew Clark 01275 891400 www.matthewclark.co.uk

Red Pig Mexico B 5.0%

This craft brew is bright, deep red copper in color. This ale is very aromatic, intensely floral-hoppy, lightly sweet and malty. This full bodied ale offers a very pleasant bitterness, with smooth sweet malt character, creamy head with good carbonation, and with an excellent bitter sweet finish.

Pierhead 01322 662377 www.pierhead.uk.com

Sagres Portugal B/D 5.0%

Brewed using traditional methods with water, malt, cereals that have not been malted and the finest hops. No additives or preservatives are used in its brewing. Light and golden in colour, moderately rich with a dry and pleasant refreshing taste. The Sagres brand was born in 1940 as a prestige beer, to represent Sociedade Central de Cervejas at the Portuguese World Exhibition inaugurated in May 1940.

Heineken International 0791 956 6100 www.heineken.com
Matthew Clark 01275 891400 www.matthewclark.co.uk

Sleemans Canada BD 4.8-5.2%

A craft brewery with a heritage that consists of five generations of colourful personalities and a unique recipe book that dates back to the 19th century. The brewery's portfolio consists of 10 beers, 3 of which are available in the UK.

Honey Brown Lager is a rich copper colour with a creamy, off-white foam head, creating a full-bodied lager with a touch of natural honey and a slightly sweet finish. Original Draught, an American style golden lager and India Pale Ale, amber coloured with a bold, spicy hop nose and slightly fruity aroma.

Morgenrot Group 0845 070 4310 www.morgenrot.co.uk

Tsingtao China B 4.7%

Pronounced Ching Dow, and brewed using yeast brought to China from Germany by the brewery's founder in 1903.

Halewood 0151 480 8800 www.halewood-int.com

Tui New Zealand B 4.0%

As the legend has it, early in 1889, entrepreneur Henry Wagstaff stopped for a cup of tea at the banks of the Mangatainoka River. He found the water made the finest cuppa he'd ever tasted and decided this would be the ideal place to build a brewery. More than 100 years on, Tui East India Pale Ale is as popular as it was when Henry Wagstaff brewed the beer by hand and delivered it around the district by horse and cart. This fine ale is a thoroughly refreshing beer with a light palate best suited to beaches, barbecues and all beer related occasions. Serve lightly chilled on its own or with any manner of barbecued meats.

Pierhead 01322 662377 www.pierhead.uk.com

Tyskie Poland B 5.6%

The leading Polish beer. With a pleasant aroma of hops, caramel and a hint of fruit, it gives a balanced sweetness and bitterness based on its unchanged historic recipe.

Miller Brands (UK) Ltd 01483 264 118 www.millerbrands.co.uk

Viru Estonia 5%

A fresh easy-drinking brew that is both pleasant and well balanced with a light hoppy flavour and a gentle note of vanilla. Crisp and clean with consistent maltiness. Viru's award winning, unique octahedral bottle is based on the medieval towers found in the centre of Tallinn and the colours of the label are those of the Estonian flag

Matthew Clark 01275 891400 www.matthewclark.co.uk

Wendelinus France 6.8%

Brewed to a recipe introduced to Brasserie Meteor originating from the 9th Century. Take time to savour this rich, Amber beer, with finely balanced bitterness, hints of caramel and fruit resulting in a sweet long finish to taste

Casa Julia Plc 01376 320269 www.casajulia.co.uk





In the Mix

Spirit Beers

The notion of adding a dash of spirit to further enhance a refreshing beer is nothing new, says John Porter.

In PG Wodehouse's 'Pigs Have Wings', published in 1952, the ever-thirsty pigman George Cyril Wellbeloved longs for "a mug of beer with, if possible, a spot of gin in it," while on an enforced break from drinking in preparation for an upcoming pig contest.

William Randolph Hearst Jr, son of the great newspaperman, recalled in his memoirs that in the bar frequented by journalists next door to the offices of the Journal-American in 1930s New York, "most guys ordered boilermakers - a glass of beer with a shot of booze on the side. They were forty cents or so."

Several London craft beer bars have reintroduced the boilermaker, but in its tireless quest to save drinkers the trouble of coming up with their own combinations, the drinks industry has stepped in to create a new sub-category of the beer market. Spirit beers, increasingly referred to as 'speers' and sold in bottles alongside PPLs and RTDs, are certainly making their mark. Figures from CGA show that in the on-trade they saw 80% volume growth in the year to August 10 2013, and are now stocked in around 27,700 outlets.

Talking Tequila

The brand that can justifiably claim to have spearheaded the market is the tequila flavoured Deperados. Previously distributed by SHS Sales & Marketing, Heineken bought the brand into its UK portfolio at the start of 2012.

A strong focus for Heineken has been on sampling, in order to engage consumers still unfamiliar with the category. Across summer 2013, the Desperados Sensory Illusions campaign visited 900 pubs and bars with street magician Gerry Sims

Andrew Turner, Category & Trade Marketing Director for Heineken, said: "Despite the rise in popularity of Desperados in recent years, our research shows that consumers often have a barrier to the concept of tequila until they actually taste it. However once they have tried the product we see a fantastic rate of sale."

"Our research showed that in a beer context, consumers' two most popular spontaneous spirit flavour choices are bourbon and rum. Consumers like the smooth, spicy flavour and touch of sweetness these spirits impart to the beer"

He attributes interest in spirit beers to "the expansion of consumers' drinking repertoires, which has made them more willing to experiment with new brands and flavours." While "the segment remains relatively small in comparison to other more established categories, PPLs and speers appeal to consumers looking for drinks suitable for late night get-togethers and other high-energy occasions."

Bourbon & Rum

SHS very neatly plugged the Desperados-shaped gap in its portfolio at the start of 2013 with the launch of Dead Crow bourbon-flavoured beer and Cuvana rum-flavoured beer. Drawing on Wild

West and Cuban imagery respectively, the 5.5% ABV beers have been backed by sampling campaigns and POS.

Mark Hopper, head of innovation and development at SHS Drinks, said: “The growth in the PPL market is being driven primarily by two sectors - the emerging spirit beer category; and world beers. The underlying reason for these robust performances is consumers’ unrelenting quest, particularly amongst aspirational 18 to 25 year-olds, to seek out and discover new drinks and flavour experiences.

“The spirit beer category is very much in its infancy and it does present plenty of scope for development, but our aim is accelerate the growth and open up the category by offering different flavour options rather than ‘me-toos’.

“Our research showed that in a beer context, consumers’ two most popular spontaneous spirit flavour choices are bourbon and rum. Consumers like the smooth, spicy flavour and touch of sweetness these spirits impart to the beer, and they are also drawn by the heritage associated with bourbon and rum.”

Amigos and Bandidos

Global Brands, which already includes tequila-flavoured speer Amigos in its portfolio, expanded its portfolio in March 2013 with a deal to licence Buddy’s Bourbon Flavoured Beer, from Buddy’s Brew House in Michigan, USA.

“Consumer tastes have evolved and people want to be seen with new, exciting brands that look and taste great. Operators should undoubtedly stock spirit beers as generation Z seeks a drinks category they can claim as their own”

Simon Green, Marketing Director at Global Brands, said: “Buddy’s stands apart from its competitors in the burgeoning Spirit Beer category. The unique recipe balances honey with bourbon flavour and soft tones of oak, and at 5.1% ABV, Buddy’s will appeal to 18 to 24 year old men.”

Amigos is sporting a revamped bottle design which features embossed Aztec patterning, and has raised its profile through sponsorship of ITV2 comedy Plebs, as well as digital advertising boards at 2014 World Cup Qualifiers.

Green added: “Consumer tastes have evolved and people want to be seen with new, exciting brands that look and taste great. Operators should undoubtedly stock spirit beers as generation Z seeks a drinks category they can claim as their own, away from the traditional and existing sunshine beers they associate with older generations.”

Other suppliers in the market include Lasko Beer UK, which imports a range of three speers under the Bandidos brand, with Bandidos Tequila recently winning a listing with cash & carry group Booker.

The Craft Dimension

Amidst all this activity, Craft beer brewers can be forgiven for pointing out that consumers have other options. Scotland’s Innis &



Gunn has developed a number of cask aged beers. Crawford Sinclair, UK director of sales, says: “The growth of beers infused with spirit flavour before bottling shows that there’s consumer demand for beers with more interesting flavours, and that extends into the craft beer arena where beer aficionados are interested in the effect that aging beer in spirit casks has.

“We don’t class ourselves as a speer maker rather a brewer that specialises in oak ageing. They won’t revolutionise the market but they will have a place in it.”

Merchandising Advice

Heineken recommends focusing on ‘four pillars of practice’ to drive sales of spirit beers:

- ▶ **Chill Factor:** It’s imperative that Spirit beers are chilled, with sufficient space in the fridge to display them clearly - a cluttered display will confuse your customers and lose sales.
- ▶ **Visibility:** With 45% of consumers admitting they don’t know what they will order until they get to the bar, it’s important to ensure your range is visible. Use POS and product displays to highlight your range.
- ▶ **Staff knowledge:** Many consumers are receptive to recommendations and bar staff should have the confidence to engage with customers and talk assuredly about the beer and lager portfolio to encourage customers to trade up.
- ▶ **Consumer engagement:** Promotions can be a great way of driving sales and awareness but it is important that promotions serve the goals of your business and your outlet style, as well as the brand featuring in the promotion.



Back on the Bottle

Halewood also cites consumer research which suggests drinking from the bottle is back in vogue in the on-trade, as an alternative to the over-ice serve, increasing the scope for RTD innovation.

Richard Clark, director of innovation at Halewood International, says: "The launch of Cloudy Alcoholic Lemonade represents a fresh approach for the Crabbie's brand, which is looking to pioneer new forms of refreshment."

"Drinking from the bottle is back in vogue in the on-trade, as an alternative to the over-ice serve"

April 2014 will see Crabbie's raise its profile significantly as it takes over sponsorship of the Grand National from John Smith's. The three-year deal with Aintree will see the race offer a £1m prize for the first time.

Other alcoholic ginger drinks in the market include Ginger Joe's from Accolade Wines, and Hollows Superior Alcoholic Ginger Beer from Fentimans. Cornish Orchards, the cider-maker acquired by Fuller's during 2013, also has an Alcoholic Ginger Beer in its range.

The Flavour of Innovation

Bottle Job

As consumers continue to crave new flavours and seek out new sensations, John Porter looks at the drinks that are keeping them coming back for more.

In the industry which invented the bar-room debate, it's fitting that the origins of the Ready-To-Drink (RTD) category are hotly contested.

Some date it to the bottling of California surfers' favourite cocktail as Bacardi Breezer in the US, others to Australian brewer Duncan MacGillivray's Two Dogs, brewed with surplus fruit from a nearby lemon farm.

Two decades on, what is clear is that you write off the RTD at your peril. Much of the credit for revitalising the category over the past few years goes to the Crabbie's Alcoholic Ginger Beer brand.

Offering an alternative to cider - flavoured or otherwise - owner Halewood International has continued to innovate, expanding the Crabbie's range in spring 2013 with Raspberry and Strawberry & Lime variants, joining existing flavours Original and Spiced Orange in both 500ml and 330ml bottles.

Last summer saw Halewood move the Crabbie's brand beyond its core ginger flavour – but in some ways back to the roots of the RTD category - with the on-trade launch of Crabbie's Cloudy Alcoholic Lemonade. Available in a 330ml bottle, the 4% ABV, the drink is made with natural lemons.

Beyond the Ginger

More adventurous in flavour terms is Tudor Drinks, founded by Philip Harding and Ian O'Donohue, which has developed Harry Brompton's London Ice Tea, a 4% ABV blend of Kenyan black tea and spirit infused with citrus.

The lightly sparkling drink is served chilled or over ice with a slice of lime.

Harding says: "Ice tea has traditionally been a challenge for British tastes, but the market is definitely changing. The success of flavoured ciders and alcoholic ginger beer shows that consumers are more open to trying new products and interested in drinks that have a genuine point of difference.

"With Harry Brompton's, we've created a British Ice Tea that delivers refreshment without being too sweet, which distinguishes it from other ready-to-drink products."

Harry Brompton's is managed by Boutique Beer Brands, as is London Velvet, a mix of porter and cider. In February, brand owner Silasua will launch a 20 litre keg of London Velvet at the Craft Beer Rising event, and in the same month the brand will have a stand at the newly launched Casual Dining show, spotlighting its matching potential with spicy food.

With RTDs, the expansion of flavour choice looks certain to continue.

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Fab Flavours Drive Sales

Cider Market Preview

John Porter looks at the flavour innovation that is fuelling one of the ontrade's most dynamic drinks categories

It would, at this late stage, be both churlish and futile to insist that apple counts as a flavour and that, technically, a pear cider is a perry. The flavoured cider boom is here to stay, with CGA figures showing that it is playing a lead role in driving continued growth in the cider category overall.

In the year to August 2013, the CGA stats show:

- ▶ Packaged flavoured cider grew on-trade volumes by 17%, compared to a 2% decline for apple and an 18% decline for pear
- ▶ Draught flavoured cider grew volumes by 303%, admittedly from low volumes, and draught pear increased volumes by 101%, compared to a 6% decline in draught apple cider volumes.

Ten Years After

While still often considered a 'new' category, flavoured cider has now passed the 10th anniversary of its arrival on the scene, with Swedish brand Koppaberg credited with having created a stir in the market when it was launched in the UK in 2003.

Although the Showerings brothers had been selling a drink at Glastonbury festival that was "like cider, but made from pears" for 8 years, which had gathered a cult following among festival goers, but it wasn't commercially available when Koppaberg arrived on the scene.

"While still often considered a 'new' category, flavoured cider has now passed the 10th anniversary of its arrival on the scene"

Rob Calder, head of marketing at Koppaberg UK, believes that a strong element in the category's success is that it has attracted new consumers. He says: "Cider now has broad appeal to women and younger consumers, and it is these groups which have fuelled the growth of flavoured cider. Koppaberg leads this valuable emergent category as consumers are attracted to the variety and the refreshment which fruit cider delivers."

A Taste of Sweden

Flavour innovation is a key driver of consumer interest, and the leading players have used the introduction of limited edition flavours to test the waters for brand expansion.

Koppaberg added Cloudberry and Elderflower & Lime varieties over the past year, while the premium Swedish cider brand, Rekorderlig

REKORDERLIG CIDER



BEAUTIFULLY SWEDISH

In the past 12 months, Rekorderlig has added more incremental volume and value growth than any other packaged cider.*

3 of the top 5 fastest selling packaged ciders are Rekorderlig variants.*

Rekorderlig holds a price premium of 19% versus the rest of the category.*

25 litres of Rekorderlig are sold in the On Trade every minute.*

*Source: CGA Brand Index MAT data to 13/07/2013.

For more information please contact Chilli Marketing on 0870 24 24 608



has now made its limited edition Passionfruit flavour, originally launched in April, a permanent listing.

With Passionfruit having become the brand's third highest selling variant in less than four months, Rekorderlig marketing director Gemma Copping says: "Rekorderlig Passionfruit perfectly tapped into the emerging consumer trend towards more exotic flavours over the key summer period."

"Flavour innovation is a key driver of consumer interest, and the leading players have used the introduction of limited edition flavours to test the waters for brand expansion."

"Feedback from both consumers and trade has been overwhelmingly positive, with Passionfruit becoming one of our best sellers in a very short period of time. This, combined with our first ever above-the-line campaign, has led to it becoming our most successful NPD launch to date."

Winter Warmer

Rekorderlig Winter cider, a blend of apple with cinnamon and vanilla, is available again until March 2014, supported this year by advertising. Copping says: "Winter Cider is a seasonal favourite and has been instrumental in driving year round sales for Rekorderlig. The launch of the flavour's first ever advertising campaign confirms Rekorderlig is a cider for all seasons."

It's only natural that the brand to challenge the traditional view that cider is only a summer drink comes from Sweden, a land closely associated with snow and reindeer. However Rekorderlig has also pushed into other areas not previously seen as cider territory - creating cocktails and promoting pitcher serves with fresh mint leaves and lime.

Firmly pitched at the premium end of the fruit cider category, Rekorderlig commands a higher price than many of its competitors, with an emphasis on its Swedish heritage. The launch in 2013 of the new draught font also reflects this as Copping explains

"The contemporary but elegant design reflects our Swedish heritage and Beautifully Swedish positioning and will maximise our exposure in bar. Currently fruit cider accounts for only a small percentage of the total draught cider category and with fruit cider driving the growth of the packaged cider category, we feel there is a real opportunity to extend this trend into the draught sector."

Fruity Brits

Flavour innovation also saw C&C add Gaymer's Tropical last year, joining a bottled range which also includes Apple, Pear, Raspberry and Cherry & Apple, although stablemate brand Magners took the decision to focus on promoting its existing range which includes Berry, rather than add new flavours.

"No less than fifty per cent of today's cider consumers have been drawn to the category in the last five years, primarily attracted by the exciting flavour innovation that the category has seen."

Market leader Heineken UK is also seeing the benefits of the consumer interest in flavoured variants, with Bulmers now the UK's No.1 Modern Cider, according to CGA figures, with an 8% value share of total cider in the on-trade.

The launch of two new permanent flavour variants, Bold Black Cherry and Pressed Red Grape in 2013, has contributed to Bulmers' success. Andrew Turner, category & trade marketing director on-trade for Heineken UK, says: "The Modern Cider segment continues to dominate the growth in the on-trade market as consumers continue to seek out and trial new and exciting flavours."

"No less than fifty per cent of today's cider consumers have been drawn to the category in the last five years, primarily attracted by the exciting flavour innovation that the category has seen."

Tradition meets Modern

Traditional cider makers are also embracing the trend.

Thatchers, who have been making cider in Somerset for more than a century, added Somerset Mixed Fruit, blended with blackcurrant, raspberry, strawberry and blackberry juice, to its range, which already included a Pear cider.

Hereford craft cider maker Weston's also have a Pear variety in their organic Wyldwood range while their Westons Raspberry Twist and Twist Mulled Cider are draught real cider with juice and spices.

From Aspell's comes Perronelle's Blush, cider's answer to a Kir Royale, but with blackberry juice rather than Crème de Cassis. The Suffolk based company, run by the eighth generation of the Chevallier family, and renowned for its traditional premium cyders - brings out a mulled variant every winter.

Beyond Fruit

However, the focus of the category may be shifting from the crowded fruit segment. In June Diageo repositioned its Jeremiah Weed RTD range. The two variants, Ginger Brew and Sour Mash Brew, now feature the label description 'Kentucky Style Cider Brew'.

Ronak Mashru, head of UK innovation commercialisation at Diageo, says: "We know that existing consumers already love the original taste and its individual jam jar serve.

"Jeremiah Weed still contains the same great product, with the same unique taste - but the new bottle label descriptor and marketing campaign will bring even more consumers into the brand, by helping them understand just what makes a Kentucky Style Cider Brew."

One factor identified by Diageo is the appeal to men of a more masculine, mature and distinctive serve within the existing flavoured cider market.

Mad Dogs and Crazy Apples

This trend continued at the end of 2013 with the launch of two new spirit ciders - perhaps inevitably dubbed 'spiders' in the same way that spirit beers have become 'speers'.

First to market was Manzana Loca from Hi-Spirits, a blend of cider with tequila and lime flavour. With the name meaning 'crazy apple' in Spanish, Manzana Loca features distinctive brand graphics deliver strong stand-out in a back bar fridge.

"Innovation has been the driving force behind the success of cider. Increasingly consumers are bored with lager, RTDs and even just plain old apple and pear cider."

Dan Bolton, managing director of Hi-Spirits, said: "By avoiding clichéd 'cactus and sombrero' imagery in favour of bold, modern graphics on both the bottle and supporting POS, we've given Manzana Loca a strong visual appeal which will help encourage trial and build sales in busy pubs and bars.

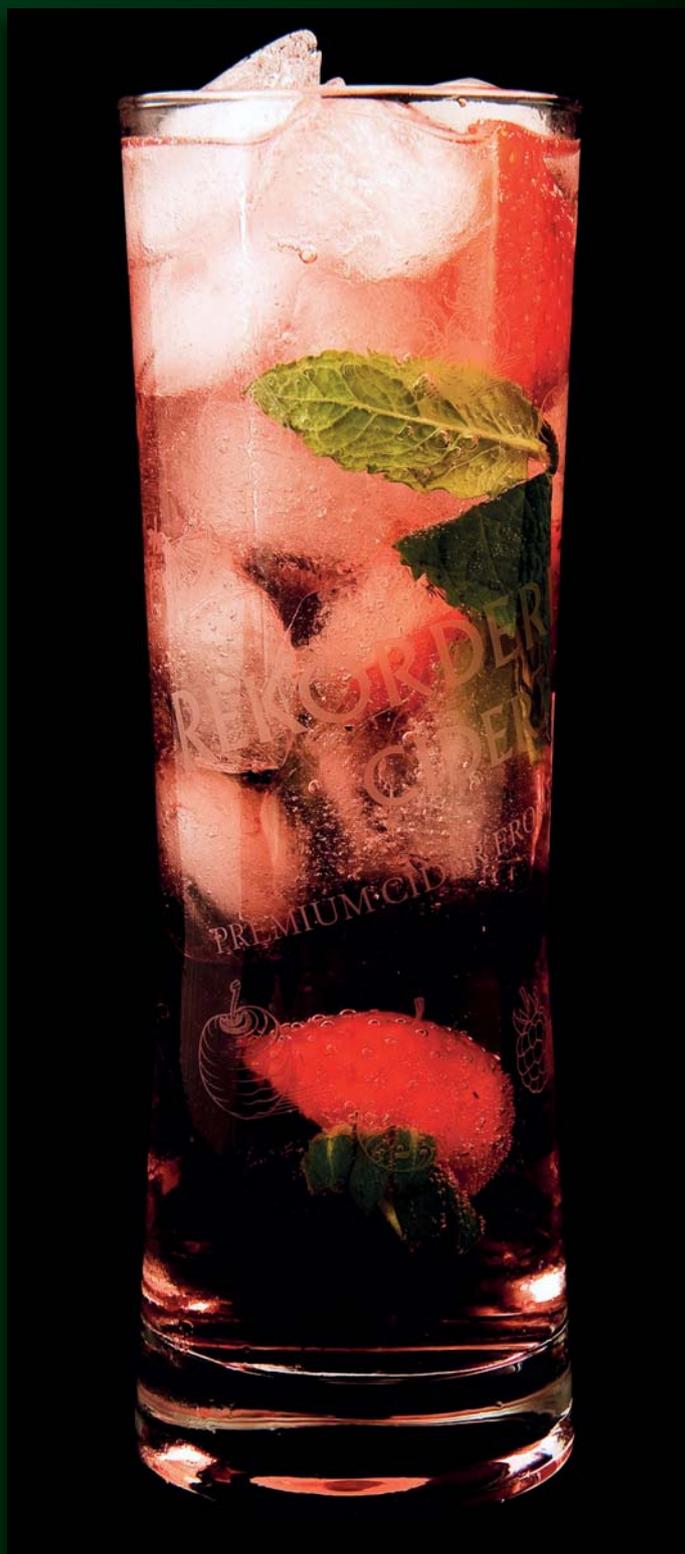
"The brand is priced to fit neatly into operators' existing promotional structure, enabling operators to offer Manzana Loca at two-for-£5, in ice bucket promotions and similar deals, further encouraging customers to try the brand."

Brothers Cider, which moved its flavoured cider range from its festival roots into the on-trade mainstream five years ago, followed

on with the launch of Perro Loco, or 'mad dog'. A cider cut with lemon and tequila flavour with added agave nectar "cactus syrup", like Manzana Loca the suggested serve is chilled from the fridge with a wedge of lime in the neck of the bottle.

Brothers also recently introduced its first draught offer - a font which dispenses pear cider, along with syrups which can be added to create Strawberry, Toffee Apple and Wild Fruit flavours. Cheryl Sheppard says "Innovation has been the driving force behind the success of cider. Increasingly consumers are bored with lager, RTDs and even just plain old apple and pear cider."

In the drive to innovate, the drinks industry seems to only just be starting to explore the range of flavours which can be added to that 'plain old' cider.





The Core Cider Market

Cider Market Preview

Nigel Huddleston looks at the current and future trends that will boost sales in straight apple cider - both traditional and modern.

You'd expect to find mango, strawberry and peach in the supermarket fruit and veg aisle. Or maybe in an ice cream parlour. They don't even look out of place on bottles of liqueurs and cocktail syrups.

But for traditionalists they're still hard to get used to in cider, a drink where the humble apple has been the defining fruit ingredient for centuries. Even those who chose to ferment alcohol using pears have historically had the decency to give it a different name – perry.

But while the modern "fruit cider" category has been witness to a lot of Swedish-style fuss over exotic flavours, there's also been a surge of interest and activity in the more traditional apple cider market resulting in it becoming steadily more diverse, and more fragmented.

From Mainstream to Micro

Magners started the process with its over ice serve and although dismissed by some commentators as a fad at the time, the modern, bottled cider category is now a firmly established sub-sector of the market in its own right.

The knock on effect from that has been a revival of interest in what might loosely be termed craft cider, a broad church ranging from established producers like Aspell's, Westons and Thatchers, which have one foot in the mainstream, to boutique operations like Thistly Cross and Orchard Pig.

And then there's the mainstream, dominated by Heineken's Strongbow but where competition is now coming from rival brewers.

Playing in the Mainstream

Carlsberg's Somersby and Molson Coors' Carling British cider have openly declared their ambitions to steal Strongbow's market share. They're playing a risky game, chasing existing pub cider volumes but in a segment of the cider market experiencing decline.

CGA puts the mainstream cider market at £587 million, 97% of which is draught, but where sales are down by almost a quarter over the past two years.

"The outlets that clearly understand the differentiation of genuine premium from cheap imitation will always be strong, regardless of which products they choose to stock. Food-led outlets with a good range of draught will perform well."

Geoff Bradman, head of UK sales at Westons, says: "While draught cider as a whole has slightly struggled over the last 12 months we are starting to see the category fragment with more positive performances from mainstream premium brands such as Stowford Press and Thatchers Gold helping to drive consumers wanting premium styles."

David Scott, trade marketing director at Carlsberg UK, adds: "Mainstream cider is still a huge opportunity. We've tried to develop a product that delivers on taste as a credible alternative to Strongbow.

"We've used all the modern cider-making techniques but stripped a lot of the nasties out so it doesn't have the astringency that mainstream draught cider can sometimes have.

"We only have a draught proposition for ontrade at the moment because that's where the mainstream volume is."



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*GB On trade, volume - CGA MAT to 7/9/13

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Both Somersby and Carling are still new to the market and have a flagship apple variety only in the market to date.

Strongbow has added Pear and Dark Fruit varieties to its armoury in the last year-and-a-half and there are rumours of a citrus-based alternative in the offing.

"Flavour extensions are something we'll look at in the medium-term," says Scott, who says the focus is on establishing apple first. "I'm not sure whether pear is a credible option. A lot of the feedback from the market is that it's not proving as appealing to consumers as the berry-oriented flavours."

"While draught cider as a whole has slightly struggled over the last 12 months we are starting to see the category fragment with more positive performances from mainstream premium brands such as Stowford Press and Thatchers Gold helping to drive consumers wanting premium styles"

It's not Cider it's Cidre

Another major brewer, AB-Inbev UK, has also entered the cider market, but is competing more in Bulmers and Magners territory with its bottled Stella Artois Cidre.

Iain Newell, ontrade sales and route to market director, notes that total packaged cider is in growth by 8.5% and claims CGA data shows the brand to have achieved higher rates of sale and over-the-bar price than competing brands.

Newell says: "Growth has been driven by more people buying cider and spending more per litre due to the increase in the number of premium ciders available and the investment in the sector."

Growth through Innovation

Andrew Turner, Category & Trade Marketing Director at Strongbow and Bulmers supplier Heineken UK, says "Modern packaged ciders have delivered meteoric growth as consumers increasingly look to widen their drinking repertoires, with value running at 35% year-on-year.

"No less than 50% of today's cider consumers have been drawn to the category in the last five years, primarily attracted by the innovation the category has seen"

"The modern cider segment continues to dominate the growth in the ontrade market," he says. "No less than 50% of today's cider consumers have been drawn to the category in the last five years, primarily attracted by the innovation the category has seen."

Newell says that AB-InBev is planning to push Stella Artois Cidre sales in pubs through increased availability of a Cidre version of its Chalice glass.

"We will also be looking at innovative digital partnerships with selected outlets that use social media and apps to drive consumer footfall and trigger purchase at the bar," he adds.

The Food Opportunity

Newell highlights the fact that the restaurant trade is showing some of the fastest cider growth with sales of both packaged and draught cider up by almost a quarter annually, and this has inspired AB-InBev to take the food route to promote ontrade cider sales.

The year ahead will see a link-up with 2012 Master chef winner Shelina Permalloo, the 2012 Masterchef winner, who has created a number of recipes containing Cidre.

"We would love to see more outlets pairing food and cider and think this trend could be an exciting growth area," says Newell.

The with-food opportunity has already been explored by Thatchers with its varietal cider range.

"Informal food-led outlets are increasingly recognising the benefits of promoting cider as an ideal drink to accompany a meal," says Thatchers Managing Director Martin Thatcher.

"The natural qualities of cider make it the ideal food partner and the varied range of ciders available offers countless opportunities for food pairing."

He adds that in this area the trade can "expect to see some exciting things from us in 2014".

Capitalise on Curiosity in 2014

Bradman at Westons believes that 2014 promises to be a good year for licensees to exploit the cider with food opportunity.

"There are a number of big events such as the football World Cup and we would encourage publicans to offer bar style foods that work well with ciders," he says.

“Ciders that are more premium and made with 100% juice do much better with spicier and strong flavoured foods.

“The apple flavour cuts right through the spice, and complements the dish. Also, it can be used as an ingredient. There is certainly a dual opportunity.”

Henry Chevallier Guild, partner at Suffolk cider producer Aspull, agrees that cider can be part of the foodie revolution currently sweeping the UK.

“Engaging with producers of food to find perfect pairings and innovative presentation will help pubs capitalise on a growing curiosity from consumers,” he says.

“Aspull will be up-weighting support in-trade with outlets who want to present this type of dining and social experience.”

The food opportunity is an area where pubs can try to drive incremental sales but the real volume in cider continues to be driven by another subject that is close to many Brits’ hearts - the weather.

The summer of 2013 was a dream for cider producers and they’ll be hoping for more of the same in the year ahead. Many producers hope that a good year will help drive margins as well as sales in 2014.

Quality and Choice

Chevallier Guild at Aspull says pubs need to offer consumers genuine quality and choice to do this.

“There will be a lot of up-selling from cider brands looking to distance themselves from the mainstream offering,” he says, “and while this will add colour to the sector, it will blur the distinctions and definitions of what is genuinely premium and what is wannabe premium.

“The outlets that clearly understand the differentiation of genuine premium from cheap imitation will always be strong, regardless of which products they choose to stock. Food-led outlets with a good range of draught will perform well.”

“The natural qualities of cider make it the ideal food partner and the varied range of ciders available offers countless opportunities for food pairing.”

Thatcher adds: “It’s important for landlords to make sure they have the right brands in their outlet to match the customer base.

“By getting the range right, complementing their outlet, performance will follow. It’s the outlets where there is a choice of different styles of ciders and where publicans understand the profits that a genuine choice can bring, who are winning. Cider should not be seen as an after-thought.”

Bradman at Westons agrees and says pubs should give as much focus to getting their cider range and quality delivery right as they do for cask ale, especially at the top end of the market where margins are best.



“The renaissance of cask ales has had a massive impact on the growth in traditional ciders,” he says. “Of the top 20 UK draught cider brands, six are traditional ciders and the largest one of those is Westons Old Rosie, which is showing a 74% volume increase year-on-year.

“We believe that this category will continue to grow as people start to explore different cider styles.”

“The outlets that clearly understand the differentiation of genuine premium from cheap imitation will always be strong, regardless of which products they choose to stock.”

He adds: “Our priorities for increasing sales will be to focus on draught, traditional and premium cider. We will encourage publicans to offer guest pumps with cider in correlation with their ale offering. There are lots of different styles and lots of different things to try.”

All this activity means the ontrade can look forward to a great year of innovation investment and interest in cider in 2014.

And quite possibly without a mango in sight.



Images courtesy of Ian Selisbury

A Matter of Taste

Cider Guide

Cider is the perfect partner for many dishes, and as an increasing number of discerning diners are discovering its ability to contrast and complement, Mitch Adams hopes that a bumper crop of apples for most of the UK in 2013 will help the trend continue

With the major British lager brands branching out into cider territory, their investment shows there is a strong belief that the trend is very much on the up. Smaller producers are reaping the rewards of this investment as cider sales steadily rise and consumers widen their gaze from mainstream brands. As with the beer scene, it's these smaller producers who have something more interesting to say. Experimenting with apple varieties and blends as well as looking back to old recipes for inspiration, these cider makers are delivering real cider packed full of fruit and flavour. Cider is confident enough to rival wine (and beer) at our dinner tables. It has even been known on occasion to give Champagne a run for its money.

Pig and Apple

Apples and pork go together like jelly and ice cream, so it's no surprise that cider complements a vast array of cuts from the culinarily versatile pig. Ham hock with a rich scrumpy, pork belly with a crisp dry sparkling cider or spicy chorizo with something a touch sweeter like Aspoll Harry Sparrow. Of course if you add apple sauce or cook the meat in cider the match is even more

harmonious. Who could resist a traditional pub roast? Follow that loin of pork, apple sauce and all the trimmings with a glass of fermented apples for a perfect start to a lazy Sunday afternoon.

More than Pork

The vast array of ciders available match with far more than just pork. Orchard Pig Charmer, with a gentle citrus edge, works a treat with the nation's favourite fish and chips, the sharp finish acting like extra vinegar on those fluffy Maris Pipers. It's well known that wine can often stumble when pairing with spicy dishes, whereas the sweetness in many ciders can mellow chilli heat while the fruit compliments those fragrant herbs and spices, a liquid mango chutney if you like. Sweeter ciders such as Stowford Press or Dunkerton's Premium Organic sit happily aside rich tomato based curries. If you're enjoying a Thai green curry you'll need a bold cider to stand up to the intense and fragrant dish, Westons Wyldwood will do the trick, oak aged and full of flavour while still carrying a touch of much needed sweetness.

Food Matching Match

Recently at The Thatchers Arms in Mount Bures we held what we believe was the first Cider vs Wine and Food matching evening. Pete Brown, author of *World's Best Cider*, and Henry Chevallier Guild, eighth generation Aspoll cider maker, took on Emily O'Hare, previous sommelier of the year, and Dan Probert, Adnams Cellar & Kitchen manager and wine writer. Each side were presented with the same menu and tasked with pairing a drink with each dish, the sixty diners would vote for the best matches.

Cider won with an astonishing 4:1 victory. The first course saw El Gaitero Spanish cider trounce the White Rioja when paired with our Broccoli and Parmesan Soup with Chilli Focaccia, the sharp tangy finish from El Gaitero's wild yeast complemented the rich Parmesan beautifully. Cider's only loss being sustained in the second round by Aspell Premier Cru to a gorgeous Argentinian Torrentes alongside the Mackerel Fillet with a Fennel, Mint and Parsley Salsa and a Pont Neuf Potato. Pete and Henry continued to victory winning the three remaining courses: Slow Roast Blythburgh Pork Belly Cassoulet with a Homemade Duck, Pork and Sage Sausage served with Henney's Vintage vs a Crasto Douro Tinto; Sour Cherry Cheesecake with Aspell Imperial Cyder vs Billecart Salmon Rose Champagne; Cheeseboard with Once Upon a Tree's Blenheim Superb over a rather fine Jerez Amontillado.

Pleasing with Cheese

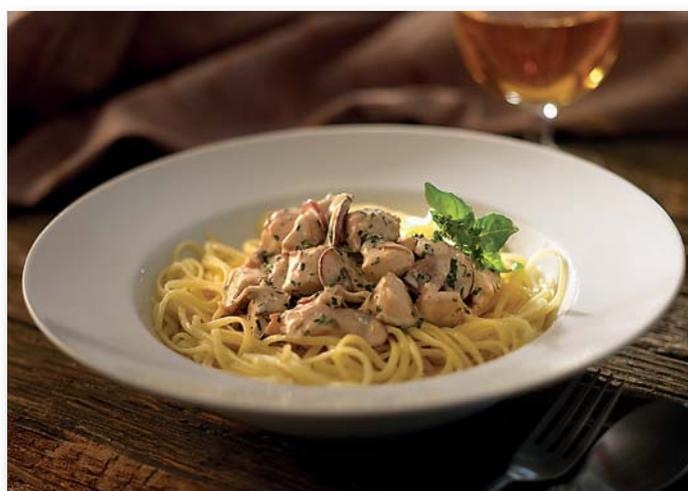
Cider and cheese pairings often surprise people, many think red wine or port is the holy grail for a cheeseboard, but in reality it's just a clash of the titans, big bold strong flavours vying for attention on the palate. Lots of ciders have tannins like wine but they also have greater acidity which helps wash a flavoursome, if cloying, cheese down a treat, the fruity notes adding sweetness almost removing the need for chutney.

West Country cheddars and West Country farmhouse ciders are naturally great together; add pickles and a pork pie and you'll be in Ploughman's heaven. A ripe washed rind cheese like brie or camembert can require some sweetness and a touch of carbonation which you might find in a bottle conditioned Rum Cask cider - my favourite is from the Herefordshire based Ross on Wye Cider and Perry Co. Exceptionally strong flavoured blue cheeses will challenge any drink pairing. Find yourself a bottle of Once Upon a Tree's Blenheim Superb Ice Cider though and you'll never look back.

Sweet Taste of Success

Cider also makes a great ingredient for puddings, of course there is the classic Apple and Cider Crumble but don't miss out on Delia's Cider Syllabub either! Use a sweeter cider in dessert recipes, serve a glass of the same at the table and you'll not go far wrong. For citrus based desserts like Lemon Cheesecake, Aspell or Cornish Orchards Blush ciders, both with added red berries, match the traditional fruit compote garnish whilst adding a hint of sweetness to mellow the tart finish. If you want to go the extra mile ice ciders make a great, and often cheaper, alternative to ice or dessert wines and can add a final flourish and talking point to any meal. Once Upon a Tree also have an ice perry up their sleeve which is a wonderful companion to tarte tatin.

When pairing any drink with food there is plenty of help online for the internet savvy. Delving through a good book is usually worthwhile and Pete Brown and Bill Bradshaw's new book 'World's Best Cider' covers food and cider matching brilliantly. But hopefully you'll find the most fruitful and enjoyable research is trial and error.



Aspall: holding the premium high ground



Aspall Cider

Premium cider has long been hailed a must-stock for pubs and bars, with the latest figures showing no decline in its popularity. The category continues to perform strongly as consumers discover high quality crafted brands.

At Aspall, we have been making cyder at the same site in Debenham, Suffolk, for almost 300 years, and our recipes and expertise have been handed down through eight generations of the Chevallier family. We have a continued focus on quality and family involvement through the generations, which for licensees means you will only ever receive the best quality cider available, with a first-class service. Consumers tell us they trust the unfaltering quality of our liquids and packaging/glassware, which is instrumental in driving repeat purchase.

Aspall welcomes new entrants to the cider market, but what can be misleading for both licencees and consumers alike is the mixed messaging some cider brands are now giving. While many of the new brands that have entered the market in the last 18 months have added a genuine point of difference, the increased noise created has also blurred the lines between genuine premium and cheap imitation, and those that fall under the latter are ultimately unlikely to provide the consumer with what they are looking for.

Always looking ahead while maintaining core values

As part of Aspall's long term aspirations for our 300th Anniversary, we have big plans for 2014 to increase further the quality of our brands. This includes re-introducing older varieties of apple to the Aspall estate. We will be inviting growers to plant varieties that have gone out of fashion in recent years, but which we know make better cider than some of the more modern yield-focused varieties being planted today.

For us, cider is not simply about a high juice content, it is about ensuring our cyders are fermented predominantly from fresh juice, not concentrate, and skilfully blending the resulting base cyders to give a well-balanced, rounded and genuinely premium product.

"For us, cider is not simply about a high juice content, it is about ensuring our cyders are fermented predominantly from fresh juice, not concentrate"

Perfect serve is an essential part of what we do, and we work closely with our key customers to ensure that they have the correct Aspall-branded glassware and knowledge to enhance the premium experience. We have just launched our new bespoke 'Trophy' font and badge for selected outlets, which conveys that Aspall is the genuine, premium draught cider.

Brand ambassadors to advise you on the sector

Our brand ambassadors spend lots of time in outlets, working with our key customers as trusted advisors on the cider category. We maintain an objective approach to the category and strongly believe that it is no longer enough to offer just one cider on draught.

While our key focus will always be Aspall Draught Suffolk Cyder, stocking another quality draught cider alongside this enables customers to experiment in the quality end of the market. This is where both Aspall Perronelle's Blush and Aspall Harry Sparrow come into play. During the winter months we also offer customers our mulled cyder, which is a way of offering something different not only for cider fans, but also people who wouldn't normally drink cider during a wintry festive occasion. We have arranged a number of bespoke cyder and food matching events to broaden interest within the overall cider category and this will be a continued focus for 2014.

Whether our customer is a top-end bar in a high street location, a food-led outlet in a rural location, or somewhere in between, we provide them with everything they need – and more – to ensure they are selling the right ciders in the right way.





Putting on the Style

Cider Styles

Pete Brown, author of *World's Best Cider*, believes that cider can continue to evolve and innovate, enticing and exciting discerning drinkers with a variety of styles.

A year or so ago, I remember reading an analyst report about the British cider market claiming that cider's growth bubble had peaked, and that this was largely due to its frenetic 'innovation cycle' having run its course.

In other words, after giving people so many new ways to think about cider, from the lightning bolt of Magner's over ice though the (re)introduction of pear ciders to the proliferation of endless fruit 'ciders', the well had run dry.

This might be true if your perception of what cider is, and what innovation could be, was limited to simply adding new flavours to a sugary concoction that was less than 50% apple juice. And for most of us, that's all cider offers, all it can be. The vast majority of British pubs think they're offering a good range of ciders if they have one draught font on the bar and a fridge full of variously flavoured fruit 'ciders'. (Due to a legal loophole, 'fruit cider' is a type of made wine, and doesn't have to contain any apple juice - the biggest brands don't.)

We shouldn't be too hard on ourselves. The research for my latest

book, *World's Best Cider*, has taught me that cider is the world's most misunderstood drink. There are many cider cultures around the world, but most of them think they are the only ones doing it, and their cider is the only style there is.

"It was English cider makers who invented what later became known as the methode champenoise"

So here, for the first time, is a rough guide - a first stab at defining the full range of what the world of cider can offer.

1. Light, commercial style cider

The vast majority of the UK market. Mostly made from apple juice concentrate. Must be at least 35% juice, but manufacturers refuse to tell us what the actual percentage is. Filtered, pasteurised, sweetened and flavoured, tends to be sweeter than most other cider - even the supposedly 'dry' variants. But it's easy-drinking, refreshing and popular with a mass audience whose collective palate is becoming ever sweeter.

2. Flavoured cider

May look similar to 'fruit cider', but is actually quite different, in that it is mainly apple juice with added natural fruit flavourings. Aspoll's Peronelle's Blush and Cornish Orchard's Blush Cider are two readily available examples.

3. Farmhouse scrumpy

What many regard as 'real cider'. One hundred per cent fresh pressed juice (or as near as possible to it), naturally fermented, often with the wild yeast from the fruit or in the air. There's a huge variety of flavours here. The yeast can give a farmyard or cheesy character, or it can be clean and fresh with the fruit to the fore. West Country farmhouse cider has a good dose of drying tannin from the use of traditional bittersweet cider apples.

4. Premium sparkling British-style cider

The sparkling derivative of the above. May have been filtered and artificially carbonated, but it's full juice with a multi-layered balance of fruit flavour, acidity and bittersweet tannins. Ultra-premium variants may be bottle-conditioned, naturally sparkling, and served in champagne-style bottles with a cork and wire finish. After all, it was English cider makers who invented what later became known as the *methode champenoise*.

5. French-style keeved cider

Keiving is a process whereby fermentation is stopped early by starving the yeast of nutrients. This produces an entirely natural sweeter cider without using any added sugar. Full-bodied, rich, deep orange and often quite low in alcohol.

6. Apple wine

In many parts of the world cider is made from eating and dessert apples, with none of the bittersweet cider apples we know in the UK. This gives a cider that plays sweetness against acidity with very little tannin. Fermented to dryness, these ciders can go as high as 10% ABV. Varieties from the east coast of North America are drunk as a low alcohol alternative to white wine, and the best could pass for a good Riesling.

7. Spanish Sidra

The Spanish believe they invented cider and will fight anyone who says they didn't. Traditional sidra is much higher in acidity than the British palate is accustomed to, and is served by 'throwing' the cider from as high as the server can stretch their arm. The liquid smashes against the side of the glass and is aerated, gaining the consistency of champagne - if you drink it quickly. Drunk when settled and flat, it regains its acetic quality.

8. Perry

Not pear cider in the commercial style, but a drink like cider made with specific blends of perry pears. Extremely tricky to make well, perry has the dubious honour of providing both the best and worst drinks I've ever tasted. The good stuff is better than champagne - it's a simple as that.

9. Ice Cider (cidre de glace)

A recent innovation from Quebec, where apples are naturally frozen in the harsh Canadian winter. The juice is concentrated to provide the basis for a fermentation that creates an intensely flavoured

dessert-wine style drink between 7-12% ABV. Balancing gloopy sweetness with vivid acidity, a small glass is like drinking starlight.

10. Calvados

Normandy makes some of the best cider in the world - but the cider makers are often curious that anyone would want to drink it. To them, it is merely the basis for making Calvados, cider's grown-up sibling. 'Why make such excellent cider if you're just going to distil it?' visitors ask. 'How else can we make the best Calvados but from the best ingredients?' comes the reply.

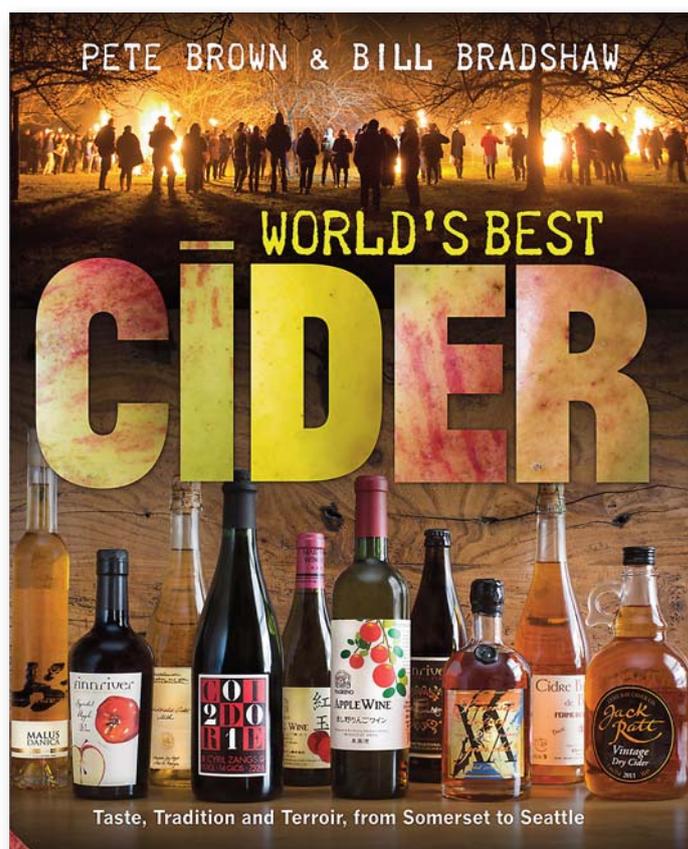
11. Pommeau

The distilled spirit of cider is aged in oak barrels for years before it can be called Calvados. Take this eau de vie and blend it with freshly pressed apple juice instead, then barrel age for three years, and you get pommeau - a beautiful aperitif/digestif of around 18% ABV.

The latest Mintel report on cider shows that more people are now drinking it than drinking beer - but not as often, and not in as large quantities. While cider is increasingly popular, only 8% of drinkers believe it is 'sophisticated' and only 14% believe it is 'worth paying more for'.

If the cider boom is to continue, if cider is to fulfil its potential as a great British product and deliver the full value it can offer pubs, bars and restaurants, we need to educate drinkers, retailers and even producers that there is no upper limit to what 'premium' cider can be, and realise that we have barely scratched the surface of true cider innovation.

Pete Brown's latest book, *World's Best Cider*, is available from all good bookshops.



WESTONS CIDER

WESTONS CIDER IS STEEPED IN HERITAGE, AUTHENTICITY, TRADITION AND QUALITY AND HAS BEEN LOVINGLY PRODUCING PREMIUM CIDERS AND PERRIES ON THE SAME SITE IN HEREFORDSHIRE, THE CIDER CAPITAL OF THE WORLD, FOR 130 YEARS.

It all began in 1878 when Henry Weston came to farm at 'The Bounds'; a farmhouse nestled amongst apple and perry pear orchards. The development of Westons commercial cider making began in 1880 when Henry joined the Herefordshire cider-making community and began a legacy of tradition and quality. Making cider and perry from his own fruit, collected from his own orchards, Henry contributed to the annual pattern of life in the country. In fact, there was always a barrel of cider in the cellar for the family to use - and a hogshead in the cider house for the farm workers. Who, at the start of each day all year round, brought their wooden 'costrels' to the cider house to be filled with the day's allowance.

Caringly produced, these ciders are still thriving today with a strong focus on heritage and authenticity, using the same traditional recipes and techniques crafted by Henry Weston.

With a characteristically rich style and flavour simply bursting with fruit, Westons exclusive range of ciders and perries skillfully crafted by Master Cider Maker, Jonathan Blair, offer every palate a style and flavour suitable for every drinking occasion, including; sparkling, still, cloudy, vintage and organic.

To ensure that the highest quality is achieved in each batch of cider, Westons source **over 80%** of fruit used in the production of their premium ciders and perries from the three counties of Herefordshire, Gloucestershire and Worcestershire, as well as their organic orchards that surround the cider mill in Much Marcle.

Tucked between the Malvern Hills and the Welsh Hills, Much Marcle provides the perfect naturally sheltered habitat in which apples and perry pears thrive. Healthy and juicy fruit is crucial and Westons only use top quality cider apples in all their ciders. Westons use a variety of different cider apples in their ciders and it is through the careful art of blending the fermented juices that the characteristic strength of flavour and aroma associated with Westons Cider is produced.

Oak vats



All of the ciders at Westons are slowly fermented before the juice is transferred into old oak vats to mature. Some of the juice is matured for up to eight months resulting in the complex flavour and full character seen in some of their ciders, like Henry Westons Vintage and Old Rosie. Westons fermentation vats are made of traditional oak and some are older than **200 years**. These vats are huge, in fact, their largest vat, Squeak, holds **42,107 gallons** and Westons are proud to say they have one of the largest and oldest oak vat cider collections in the UK.



Following maturation, Weston's Master Cider Maker works his magic ensuring the cider is clarified, sweetened, chilled and carbonated according to their customer's requirements.

Since Henry Weston founded Westons Cider in 1880 there have been five generations of Westons spanning the business. Helen Thomas, Henry's great-granddaughter, is the current Managing Director with her brothers Tim and Henry Weston both playing an important role in the business while her son Guy Lawrence works alongside the Master Cider Maker.

Commenting on the success of Westons, Helen Thomas, said: "Our mission statement is to build on our heritage, enhance our quality products, our people and our processes for the benefit of our customers, our staff and our company. As the cider market matures, so are consumers' palates. It is important to educate and the Westons portfolio, with its quality and tradition, are meeting the

growing desire of consumers to understand the provenance and heritage of products. Innovation within the cider market is shown through the craftsmanship of cider production.

We believe that innovation and the quest for constantly improving quality go hand in hand. Premium ciders are becoming increasingly popular and in order to keep up with this demand cider producers constantly have to raise their game when it comes to the production. As a result of this, our Master Cider Maker works extremely hard to continually improve and innovate the way in which Westons Ciders are made. Our ethos is to place great emphasis on heritage and tradition combined with the best in modern quality production methods. Listen to the needs and desires of our consumers and we feel that the next 12 months is going to be an exciting time for Westons and the development of the traditional and authentic cider markets."



INSPIRED BY NATURE
CRAFTED BY TRADITION

www.westons-cider.co.uk





Cider Decider

Addlestones Cider

D 5.0%

A naturally cloudy, premium cider, rich & mellow in character, with bittersweet apple fruit flavours & a smooth, rounded finish. Made using a unique recipe of locally sourced genuine bittersweet cider apples from Somerset

Magners GB 020 7784 2060

www.magners.com

Ashton Press Cider

B D 4.8%

Made from English apples, pressed locally & conditioned in oak vats, producing a medium dry, strong, golden cider of superb quality - a premium quality cider that tastes of apples!

Butcombe Brewery 01934 863963

www.butcombe.com

Ashton Still Traditional Somerset Cider

D 4.9%

Cloudy, golden straw coloured, robust & dry, with a slight bite. Light & refreshing, & may be slightly carbonated through natural conditioning.Totally Scrumptious!

Butcombe Brewery 01934 863963

www.butcombe.com

Aspall Draught Suffolk Cyder

B D 5.5%

Medium dry cyder with a delicate flavour of fresh pressed apples. Has a growing presence in pubs across the country &, as a premium draught cyder, appeals to customers who want a drink with quality & authenticity in abundance. A perfect accompaniment to food, proving highly popular in restaurants & food led establishments.

Aspall 01728 860510

www.aspall.co.uk

Aspall Festival of Britten Cyder

B 8.4%

Launched in 2013 to commemorate the centenary of Benjamin Britten, one of Britain's foremost composers who was born, lived & worked in Aspall's Suffolk heartland. Britten was a regular visitor at Aspall through the 50s & 60s, & bought his cyder directly from the family. This still cyder has hints of oak & a full-bodied wine-like character & is excellent consumed as an aperitif & with food as an alternative to white wine.

Aspall 01728 860510

www.aspall.co.uk

Aspall Harry Sparrow Classic English Cyder

B D 4.6%

A tribute to the cyder maker at Aspall for over 50 years from the 1920s. Designed to sit alongside Aspall Draught Suffolk Cyder, Aspall Harry Sparrow reflects the traditional cyders which Harry Sparrow used to enjoy making & drinking in the mid 20th Century. It is available in both draught format & 500ml bottles & is exclusive to the on-trade.

Aspall 01728 860510

www.aspall.co.uk

Aspall Imperial Cyder

B 8.2%

Based on an original Aspall family recipe dating back to 1921, when it was awarded the Daily Mail Imperial Fruit Award. The recipe uses an exclusive blend of the highest quality bittersweet & culinary apples from the previous year's harvest with added muscovado sugar to aid the fermentation.

Aspall 01728 860510

www.aspall.co.uk

Aspall Lady Jennifer's B 4.0%

Created to provide a more accessible, lighter & more premium alternative to fruit & pear competitor products. The cyder is pale to mid-straw in colour & is crisp & thirst-quenching with a pleasing fresh apple finish.

Aspall 01728 860510 www.aspall.co.uk

Aspall Organic Suffolk Cyder B 7.0%

A unique product made with locally grown Suffolk organic apples. The ancient organic apple varieties deliver a unique flavour profile.

Aspall 01728 860510 www.aspall.co.uk

Aspall Perronelle's Blush Suffolk Cyder B 4.0%

A twist on the classic Kir Royale replacing champagne & Crème de Cassis with cyder & blackberry juice. Its flavour is redolent of traditional English blackberry & apple pie. .

Aspall 01728 860510 www.aspall.co.uk

Aspall Premier Cru Suffolk Cyder B 7.0%

Aspall's flagship cyder - an award winning, dry, crisp & refreshing cyder produced in Suffolk. The combination of premium packaging & exceptional taste makes it an ideal accompaniment to food.

Aspall 01728 860510 www.aspall.co.uk

Bolee D'Armorique B 5.0%

An authentic traditional cidre, Breton made with 100% apples. Orchard aromas are in abundance from opening, lightly sparkling with a clean, refreshing & subtle dry finish.

Casa Julia 01376 320269 www.casajulia.co.uk

Brothers B D 4-7%

The distinctive font dispenses pear cider, with syrups added to create Strawberry, Toffee Apple & Tutti Frutti flavours. The range also includes all 3 flavours in bottles, as well Ginger Bittersweet Apple & the original 7% Festival. 2013 saw Perro Loco (5.5%), described as 'cider cut with flavours of lemon, tequila and real cactus syrup' added to the portfolio.

Brothers 01749 333456 www.brotherscider.co.uk

Bulmers B 4-4.5%

A modern 'serve over ice' cider in 1 pint bottles. Bulmers Pear, along with Bold Black Cherry, Pressed Red Grape & No 17 with a shot of lime are also available.

Heineken 08457 101010 www.heineken.co.uk

Cornish Orchard B D 4-7.2%

An award-winning portfolio which includes Gold, Blush, Pear, Heritage, Vintage and Farmhouse Cider. All Cornish Orchards ciders are produced from freshly pressed apples, never from concentrate

Fullers 020 8996 2000 www.cornishorchards.co.uk

Gaymer's County & Orchard Series B D 5.8%

County are crafted to reflect the character of the best cider apples of Devon, & Somerset while Orchards are made using a variety of apples from a single orchard, Newton's Vale & Stewley, in Somerset

Gaymers 020 7784 2060 www.gaymers.co.uk

Gaymers Original Cider B 4.5%

An easy-drinking medium cider, cold filtered for a crisp, refreshing taste. Made using English apples & crafted to create a flavour that retains its distinctive qualities when served ice cold. Best served ice cold or over ice to complement the mellow apple aroma & soft, fruity character

Magners GB 020 7784 2060 www.magners.com

Gaymers Pear Cider B D 4-4.5%

Launched in 2008, this cider delivers a full aroma of fresh cut pears, alongside pleasant fermentation notes. The medium body & sweetness balanced with mid range acidity, crisp flavour of ripe pears. Also available in Cherry & Raspberry

Magners GB 020 7784 2060 www.magners.com

GL B 4.0%

Much loved cider of 3 counties (Herefordshire, Worcestershire, & Gloucestershire) & its popularity is spreading quickly across the UK. Bright amber, medium sweet cider with an ABV of 4%.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Henry Westons B 4.5-8.2%

Henry Westons ciders are made using Herefordshire's finest apples, and faithful to the art of cider making established by Henry Weston himself back in 1880. Traditional and steeped in heritage, this range of 500ml bottled ciders includes Henry Westons Medium Sweet (4.5%) - light-bodied with characteristic fruity sweetness, Henry Westons Extra Dry (6.0%) - sparkling, dry and crisp on the palate making it reminiscent of Champagne Henry Westons Medium Dry (6.5%) - mellow in taste with oak character, Henry Westons Vintage Perry (7.4%) - sparkling perry with subtle fruit flavours, and Henry Westons Vintage (8.2%) - a distinguished special reserve, medium-dry sparkling cider, which is also available in 330ml bottles

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Jacques B 5.5%

Sparkling fruit cider available in 750ml & a new 440 ml bottles in two flavours - Fruits of the Forest & Orchard Fruits. Served over ice, Jacques has become a firm favourite with wine drinkers who are increasingly looking for a stylish drink with lighter & more refreshing qualities.

Heineken 08457 101010 www.heineken.co.uk


Magners Original Irish Cider **B D 4.5%**

A premium, traditional Brand of Irish cider. A blend of seventeen varieties of fresh culinary, dessert & cider apples are used. Patiently matured in vats close to the orchards of the Tipperary countryside, Magners Irish Cider has a crisp, refreshing flavour & a natural authentic character. Also available in Pear & Berry variants

Magners GB 020 7784 2060

www.magners.com

Monteiths **B 4.5%**

Crushed Apple & Crushed Pear are made from whole sun ripened fruit crushed to retain the natural apple flavour & freshness, while being light & effervescent on the pallet. As syrup concentrate is not used this makes the result a lighter & truer cider.

Pierhead 01322 662377

www.pierhead.uk.com

Old Rosie Cloudy Cider **D 7.3%**

Award winning Old Rosie, allowed to settle out naturally after fermentation resulting in a traditional, full flavoured, appley, cloudy, scrumpy. Well balanced medium dry character

H. Weston & Sons Ltd 01531 660233

www.westons-cider.co.uk

Rekorderlig **B D 4-4.5%**

Rekorderlig cider was first created in 1999, combining the highest quality fruits with the purest spring water from Vimmerby, Sweden, where it is still brewed today. From its organic and humble Swedish roots, Rekorderlig has retained its dependable honesty to become a much-loved, fourth generation family-brewed cider.

In the space of 4 years Rekorderlig has seen phenomenal growth, and now accounts for 13% of the market share of flavoured cider. Rekorderlig, the 3rd biggest flavoured cider and the fastest growing cider brand, is a premium product commanding a price premium of 19% over the category. Rekorderlig has pioneered exciting serves to give a more premium look and feel to the fruit cider experience, such as fresh mint leaves and lime in the Strawberry-Lime variant.

Pear and Apple (both 4.5%), and Strawberry & Lime, Wild Berries, Apple & Blackcurrant, Orange & Ginger, Mango & Raspberry, Peach & Apricot, Passionfruit and limited edition and Winter Cider (all 4%) are all available in 500ml bottles, while Apple, Pear and Strawberry & Lime and Wild Berries are supplied in draught format, to be dispensed through an innovative font. The draught range is best served chilled at 6-9°C over ice in the brand's elegant half pint or pint glassware.

Chilli Marketing 0870 242 46 08

www.rekorderlig.com

Rosies Pig **B4.8%**

An easy drinking traditional, cloudy, medium-dry cider blended to give a fresh apple flavour with hints of citrus & spice

H. Weston & Sons Ltd 01531 660233

www.westons-cider.co.uk

Kingstone Press **B 4-5.2%**

A range of bottled ciders made from fruit grown in Worcestershire and Herefordshire. Available in Apple, Pear and Wild Berry flavours

Aston Manor 0121 328 4336

www.astonmanor.co.uk

Kopparberg **B 4-4.5%**

Fermented using an original Swedish recipe that dates back to 1930, using naturally occurring soft water sourced close to our town & the finest quality pears. Other flavours are Elderflower & Lime, Mixed Fruit & Strawberry & Lime as well as Naked Apple which is less sweet, somewhere between the traditional dry-tasting British ciders & sweet Swedish ones. Alcohol free versions of Mixed Fruit and Pear are also available

C.O.S. Brands 028 90 668901

www.kopparberg.co.uk

Magners Golden Draught **D 4.5%**

Produced with the same craft, care & dedication but differs from bottled Magners as it is made using a higher proportion of the smaller, harder Dabinett & Michelin apples. This produces a crisper, less sweet taste which is perfect for draught cider. Served extra cold so there's no need for ice..

Magners GB 020 7784 2060

www.magners.com

Savanna B 6.0%

Premium dry bottled cider from South Africa made with Granny Smith Apples. Generally served in the bottle, often with a lemon wedge in the neck.

Babco 0871 222 0127 www.babco.co.uk

Scrumpy Jack D 5.2% B 6.0%

Available on draught & in bottles, Scrumpy Jack is a premium dry cider that perfectly complements the Bulmer's cider range.

Heineken 08457 101010 www.heineken.co.uk

Somersby Cold Filtered D 4.5%

A well balanced medium cider made with no artificial sweeteners or flavours

Carlsberg 01604 668866 www.somersbycider.co.uk

Stella Artois Cidre B 4.5%

A premium crafted Belgium cider, with a distinctive, crisp & refreshing taste. A luscious cider with full flavours of red apple & peachy, apricot hints, complimented in the background with a subtle flavour of spicy oranges & an almond flowery character. This gives a clean, refreshing, crisp & sweet sour taste, with a woody pleasing finish. Also available in a sophisticated Pear version

InBev 01582 391166 www.ab-inbev.com

Stowford Press B-D 4.5%

The leading brand from H Weston an authentic and traditional tasting cider, made using only the finest bittersweet apples truly medium dry cider taste. The cider proudly maintains its Herefordshire roots, and it is the coupling of the traditional approach with contemporary modern techniques that make Stowford Press so popular. Recently described by Pete Brown as 'the best of the mainstream ciders' at the International Cider Challenge Awards, where it won a bronze medal.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Strongbow D 4.5 B 5.0%

The unrivalled consumers' favourite, Strongbow accounts for more than 3 in every 5 pints of draught cider sold in the UK every day. The availability of Strongbow Extra Cold fuelled draught sales to new heights & helped the brand to tap into the buoyant 'cold sector. Pear is also available on draught

Heineken 08457 101010 www.heineken.co.uk

Symonds Founders Reserve D 4.5%

A premium cider with a rich heritage dating back to 1727 & the golden age of traditional Hereford cider making. Pressed & blended from the finest Herefordshire bittersweet cider apples including Dabinett & Michelin varieties the result is a characteristically fresh, crisp, fruity cider, with a high degree of complexity & depth of character.

Heineken 08457 101010 www.heineken.co.uk

Thatchers B D 4-7.4%

In 1904 William Thatcher first began cider-making at the family farm in Somerset, and 110 years later it is still a family business, making a range of well respected crafted premium ciders, both on draught and in bottles. Thatchers Gold (4.8%) is the flagship brand and is available on draught – as are 4 other varieties: Heritage (4.9%), Cheddar Valley, Green Goblin (both 6%). Cheddar Valley and Heritage are also supplied in 20l 'bag in box' format, while bottled ciders include a high strength Vintage, Single Varieties such as Cox's, Prince William and Katy as well as Pear (4.5%) and Mixed Fruit (4%).

Thatchers Cider Co 01934 822862 www.thatcherscider.co.uk

Westons Perry B 7.4%

A superior quality, lightly sparkling perry, crafted to deliver a fresh medium dry fruity flavour

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Westons Twist D 4.0%

Limited edition ciders include Raspberry Twist, a delicious fusion of refreshing cider with a twist of raspberry juice and for cold days, Twist Milled Cider is made with a spicy blend of full bodied vintage cider

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Wyld Wood Organic Cider B D 6.0%

A traditional premium cider, produced from fruit sourced in Herefordshire's organic orchards, and matured in old oak vats. The result is an easy to drink cider with a ripe apple aroma & a refreshing well balanced taste. Available in bottles and in 20l boxes.

H. Weston & Sons Ltd 01531 660233 www.westons-cider.co.uk

Woodpecker D 4.0% B 3.5%

The UK's no 1 sweet cider offers 'refreshing enjoyment' on draught & in bottles.

Heineken 08457 101010 www.heineken.co.uk





winningwithwine.com



Free Point of Sale materials



Postcode finder to ensure your wine offering is suited to your clientele



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Expert advice from category leaders to help you maximise your sales



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Winning With Wine

Accolade Wines

The UK has the most dynamic and diverse wine market in the world. We have become a wine drinking culture and 22.7 million cases of wine were sold in the UK's pubs, bars, clubs, hotels and restaurants in 2012. That's over 204 million litres of wine, over 272.4 million bottles and over 1.1 billion 175ml glasses! Clearly, getting your wine category right represents a fantastic opportunity for your outlet.

With beer volumes on a downward spiral, licensees should make sure they don't miss out on wine sales. There are still many regular wine drinkers that don't drink it in pubs, often because they're unsure of what's on offer.

Most customers just want simple, straightforward advice on choosing wine. There's no need to become an expert, but you and your team should have the knowledge and confidence to help them choose a wine they will enjoy. One way to get to grips with the subject is to attend a course or training session, but time and staff

issues mean this isn't always practical, and it is simpler and quicker to find the information online.

However the internet is awash with advice and searching for it can be time consuming in itself. Accolade Wines have developed a comprehensive website that contains all the information you could need in one place. It can be skimmed through for essentials or delved into for more in-depth information and inspiration. There are also pdfs available to download and refer to away from the computer or print as posters to use as checklists and reminders.

Assess your customers

The level and range of wine you need to offer will be dictated by your customer base, and this is also something that suppliers can help with. Accolade Wines questioned over 40,000 people, researched over 21,000 wine drinking occasions and identified 8 different wine customer types in the UK - and they've even come up with a nifty little tool to help you identify the customer types in your area. Enter your postcode online <http://www.winningwithwine.com/on-trade/growing-your-sales/your-customer/> to discover who is in your area and what their wine drinking preferences are.

Stock selection

Listen to what people are asking for, and take advice from suppliers who are aware of current trends. Rosé is still hot and in the summer is popular served over ice. After years of being eclipsed by New World wines, the old world is back in favour, with Spanish and Italian wines faring particularly well. English wines continue to grow in stature and are popular with people that want local produce.

Learning how to taste wine is a straightforward adventure that will deepen your appreciation for both wine and winemakers. Starting with your basic senses and expanding from there you will learn how to taste wine like the pros in no time! Keep in mind that you can smell thousands of unique scents, but your taste perception is limited to salty, sweet, sour and bitter. It is the combination of smell and taste that allows you to discern flavour.

For more information on learning how to judge wines using a combination of sight, smell and taste go to

<http://www.winningwithwine.com/on-trade/about-wine/wine-tasting>

Building an effective wine list

The Winning With Wine website also suggests what balance of wine styles are likely to prove most popular, and gives ideas on how to build a wine list according to the clientele in your area or your outlet type.

There are some simple solutions you can implement to simplify your offer to customers, encourage them to trade up and experiment across your list, and generally make your wine range more attractive:

- ▶ Lay out by taste/style profile.
- ▶ Provide a meal matching solution.
- ▶ Put sparkling first on the list and call out its occasion.
- ▶ Move Champagne away from sparkling to separate the occasions.
- ▶ Use three to five words to describe the wines.
- ▶ Ensure core wines are available by the glass.
- ▶ Encourage trade up by adding a premium option to a popular wine.
- ▶ Use 'we recommend' or 'our favourite' to highlight trade up wines.
- ▶ Opportunities to taste - let the wine sell itself by offering samples and tastings. Use this to create visibility and showcase the wines.
- ▶ Draught wine provides visibility and the perfect single serve solution.

Driving Sales

Effective use of your team, promotions and events can really help you drive footfall into your outlet and encourage your customers to keep coming back time and time again.

Staff

Your team are the best selling opportunity you have to drive sales. With so few customers having decided what they want to drink on arrival, recommendation, passion and knowledge from your staff is crucial to help you drive your business.

Instilling passion and pride into your team will get them working effectively for you, helping to increase customer spend and dwelling time, which is vital for success. Well-trained staff will give your customer the best experience in your outlet.

The better their experience, the longer they stay, the more they spend.

Occasions

People visit pubs and bars for a variety of reasons and occasions, to eat, meet or just to have fun and relax. Depending on your outlet there are ways you can drive sales through targeted offers, food matching or upselling.

Promotions and Events

Drive footfall, encourage new visitors and keep your customers loyal with event and promotion ideas. From Australia Day in January to Thanksgiving, there are endless opportunities to generate interest and themed evenings that can encourage footfall during quieter days and nights.

Winning With Wine offers many more suggestions and also has a downloadable Events Calendar which can be printed for future reference <http://www.winningwithwine.com/assets/PDFs/events-calendar-2013.pdf>

Making an impact

With so many customers not knowing what they're going to buy when they come into your outlet you need to really make an impact when they arrive. By making the most of the best spaces behind your bar and around your outlet, you can merchandise your products and raise awareness of any special products or promotions to really grow your category sales.

Back Bar

- ▶ Your selection of wine must be on display.
- ▶ Make sure your core range at the very least is on display.
- ▶ Make sure you highlight taste profiles of your wines.
- ▶ If you have limited space use other solutions to display the rest of your range e.g. wine lists, chalkboards.
- ▶ If you have a longer bar - ensure you repeat your displays at each focal point.



Fridge

Arrange your fridge products according to their importance to your business and be particularly aware that your customers will not always be able to see everything in them. Prioritise your display using the following categories:

Excitement enhancers

- ▶ New products that create interest and differentiation.
- ▶ Quality products that reflect the image of your outlet.

Cash generators

- ▶ Big volume, well established brands that contribute the largest share of sales and profit.
- ▶ Impulse purchases.

Turf protectors

- ▶ Brands and products that meet specific customer needs and are expected to be available to maintain customer loyalty.

Basic tips to merchandise effectively

- ▶ Group your wine by type and colour behind the bar, in the fridge and on the wine menu, showing availability and range.
- ▶ Use prominent displays that create visibility – try grouping wines together ensuring they are customer facing and prominent.
- ▶ Show a comprehensive range is stocked and encourage customers to trade up from house to branded wine.
- ▶ Use feature wines, i.e. wine of the month, and serving suggestions.
- ▶ Ensure you merchandise on tables as well as the bar.

Always make sure your POS engages customers:

At the bar their attention will be restricted to about a metre either side of the till, site POS around your outlet at eye or belt level.

On the back bar and around your outlet

Try using A-frames, chalkboards, special displays, wine lists and menus, posters and tent cards.

Don't forget the front of your bar

Strut cards, bar runners, small chalkboards, wine lists and menus, fount and shelf wobblers all help increase visibility. Staff uniforms can also be used!

Create some theatre at your tables

Use wine lists, menus and special offer tent cards as well as ice buckets to encourage customers to try your range.

Use all the tools available

Don't forget to add wine recommendations to your food menus and make sure your staff are able to talk through your range!

Free POS material is available online to download and print
<http://www.winningwithwine.com/on-trade/attracting-your-customers/order-free-point-of-sale>

You can also design and order your own wine menus online
<http://www.winningwithwine.com/on-trade/wine-menu-service>

Learning about wine isn't just a way to make more profit; it can also be a rewarding and interesting experience for you and your team.



winningwithwine.com

Use POS to highlight key brands in your range and any promotions running

FREE Point of Sale

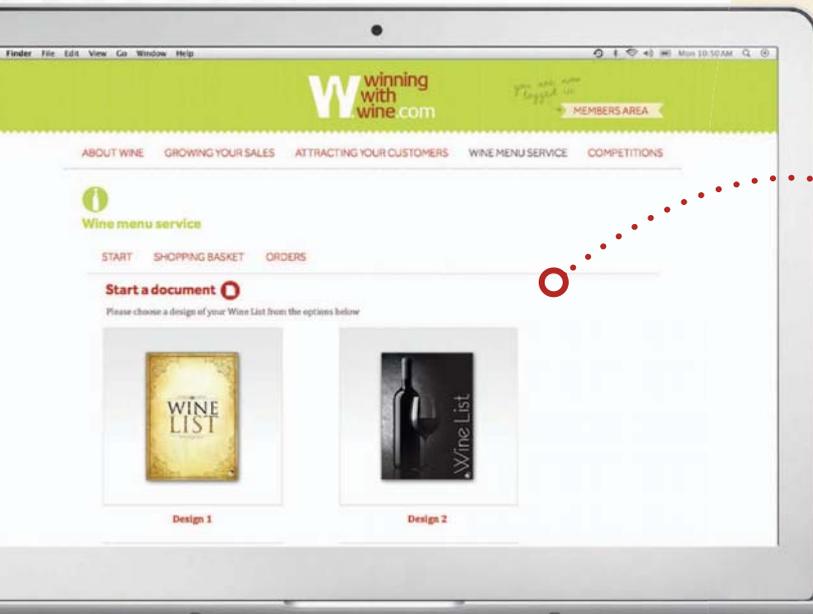
The winning with wine website gives helpful advice on using **Point of Sale** effectively and it also has details on the best selling brands that should be stocked in an on trade outlet. **Become a member** and you will be eligible to receive **free Point of Sale material**.



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“Madam Genevieve’s Bath Water” by Matt Scriven of The Jekyll and Hyde

Mixed Messages

Cocktails Made Easy

Despite the increase in consumer interest and sales, it seems that pubs are on the frontline in the ongoing battle over whether cocktails could and should be served in a casual setting, says Claire Dodd

Drinks companies of course are saying yes, but some pubs are still not sure, put off by the time needed to make them, the need for staff training and a view that making cocktails is a complicated business.

But embrace them they must.

Despite improved news on the economy, consumers still consider the cost of an evening out as a ‘treat spend’ and are on the lookout for something special. Evidence suggests that a cocktail offer brings in more customers and drives up spirits sales across the board - whether in cocktails, straight serves or spirits and mixers.

And all the latest research and figures suggest that demand is set to continue to rise.

New research by Cellar Trends marketing insight team shows that cocktail drinking is four or five times more widespread than previously thought. The distributor of the Finest Call premixed cocktail range has gathered information from its national sales and promotional teams, as well as brand ambassadors and

cocktail trainers. Using the insights and data gathered, it forecasts the volume of spirits, liqueurs, syrups, and bitters used in cocktails will grow by 10% in the next 12 months, and continuing at the same rate for the next five years – which would mean a 50% increase by 2017

Their research also predicts that by 2017, the number of pubs, restaurants and hotels serving cocktails will increase by a third, from 30,000 in 2013 to 40,000.

“A well-made cocktail, like a pint of cask ale, is something customers won’t get at home. The important thing is that customers are served a quality product matched to their expectations”

Opportunity for Growth

Terry Barker, director of marketing says that cocktails are an important source of increased custom and new income for pubs, and those that are still wary of trying them should be aware of the opportunity: “The size and growth of cocktails has been seriously underestimated. Cocktails are now asked for and served in pubs where previously it would have been thought too sophisticated.”

For an independent licensee, premix options and offers of complimentary training from the likes of Maxxium with its Mixxit scheme can make cocktails more accessible even in the busiest

outlets. Mixxit is a specially designed programme that offers 3 levels of training to cater for everyone from beginners to aspiring experts.

The Big Pitcher

One of the key trends at the moment is for 'sharing' cocktails. Funkin has developed a range of one litre mixers for example, designed for use in pitchers. The range includes a Margarita mix as well as Mojito, Cosmopolitan, Strawberry Daiquiri, and Strawberry Woo Woo. Each pack makes up to ten cocktails and is billed as only taking 10 seconds to make, requiring just the addition of a spirit and ice. Operators wanting to dip their toes in the cocktail wave could try offering a cocktail of the day in pitchers to test the demand – but there's no point in trying without promoting it – perhaps with posters or chalkboards

“80% of drinkers want their drinks served in an appropriate glass, 47% say they're always looking for novelty and fun, even in everyday products and 55% of 18-24 year olds would like to find new ways to drink their favourite spirit”

Managed chains are embracing premix options, recognising that this is the way the market is moving and that consumers looking for a fun night out are expecting cocktails in their local, not just in high end bars.

TCG have increased their range of cocktail staff training over the past year, according to Commercial director Nick Francis. The estate has been segmented into pubs where staff have been trained to make cocktails from scratch and those where premix options on popular serves such as mojitos and cosmopolitans are more appropriate.

Serve Them Right

Francis says: “We put a lot of emphasis on training staff to serve drinks that are unique to the on-trade, in order to give customer reasons to come our venues. A well-made cocktail, like a pint of cask ale, is something customers won't get at home. The important thing is that customers are served a quality product matched to their expectations at all our pubs and bars.”

But what should pubs be doing? What are customers looking for? And what elements of cocktail making are important to get right? The First Drinks Market Report 2013 says that presentation is vital, even for mainstream outlets. Phil Tate, chief operating officer for CGA Strategy, which helped compile the report says: “In 2013, few consumers visit the on-trade because it's the cheapest place to buy alcohol! They come for the experience, and for many, that experience needs to be a little bit special to justify both their time and the associated cost.”

Keep it Simple

Drinks don't have to be complicated, but they have to be served perfectly. The report says 80% of drinkers want their drinks served

in an appropriate glass, 47% say they're always looking for novelty and fun, even in everyday products and 55% of 18-24 year olds would like to find new ways to drink their favourite spirit.

The message even from high end drinks companies is that cocktails don't have to be complicated. Drinks makers such as Chase Distillery make sophisticated products such as Chase Marmalade vodka that allow pubs to create cocktails with just simple ingredients already at hand. It has just released a new Sloe and Mulberry Gin.

Rachel Tranter, PR and Marketing for Chase Distillery says: “We've been discussing the next big cocktail trends and we think generally there'll be a move away from over complicated drinks in favour of more simple, well sourced drinks with interesting ingredients.”

Dan Bolton, managing director of Hi-Spirits, says: “The focus for operators has to be on spirit drinks that are quick and simple to serve, but which meet customer expectations of an upbeat experience.”

So drinks makers and the cocktail drinking public agree that cocktails should be sold in pubs, and that quality, theatre and glassware are necessary to lure customers in. It's now down to pubs to make the next move - the opportunity to join the cocktail party is there, as are the rewards for outlets that offer well-made cocktails.

It looks like 2014 may be the year of the cocktail, with mainstream pubs serving up a cocktail offer that is stylish but simple.





mixxit[®]

Wayne Collins.

mixxit[®] the inspirational trade training and education programme that shakes the mind and stirs the soul

Education, Inspiration

Maxxium UK knows that every bar's best asset is its people. They are a pillar of strength within the structure of the business. The right people attract, retain and build loyal custom; they can reinvigorate drink offerings; inspire menus and educate the consumer. mixxit[®], the industry leading training programme created by Maxxium, aims to inspire bars to create perfect mixed drinks and cocktails through comprehensive mixxit[®] training on all major spirit categories.

So far, over 50,000 bar staff have received mixxit training carried out by our dedicated in-house mixxit[®] team led by Wayne Collins and our mixxit[®] trained sales team. Jim Grierson, Maxxium UK's on-trade sales director, says: "At Maxxium, we offer complimentary mixxit[®] training to our customers. We believe that understanding spirits and implementing the perfect serve is fundamental for every bar and pub to help maximise their spirit sales.

"Today's consumers are more discerning than ever. They demand quality drinks, a welcoming atmosphere and value for money, so ensuring your staff have the level of training to exceed customer expectations has never been more crucial.

"Our training can also enhance sales margins: educating staff of the benefits of having a broad spirits offering can help to increase both customer base and profitability in a bar."

The mixxit[®] programme offers two key tiers of training

mixxit with...

A one hour introductory training session delivered by our mixxit[®] team or nationwide sales force, covering category, brand, mixability and essential mixing methods, taste profiles, brand information and the right serves you need to know.

mixxit masterclass...

A two to three hour session per category, run by the mixxit[®] team covering history, essential methods, the magnificent 7 classic drink styles flavour matching, brand information and modern twists on classics.

mixxit is a unique training programme because:

- ▶ Every cocktail created by the mixxit[®] team can be made in five simple steps.
- ▶ It is driven through the Maxxium UK sales team, which allows it to reach so many bartenders across the UK.
- ▶ It is run by our people and with our own content.

The new-look mixxit® brand team includes Amanda Humphrey and David Miles. Both have brought exciting ideas and plans with new and innovative training modules across the UK. We also have a brilliant new, engaging and interactive website in the pipeline for 2014.

David Miles



David is a true veteran of the industry. He started working in bars when he was 18 and later developed an interest and passion for cocktails. He worked in key London bars such as 57 Jermyn St, progressing from bar back to manager, working with and learning from people such as Henry Besant.

He set up Vakzuid, one of the first cocktail bars in Amsterdam and then worked in and trained bartenders in places such as Mumbai and Tel Aviv.

He joined Maxxium in 2006 as a brands development manager for London and moved to his new role in the mixxit® team at the turn of the year. David also leads the Maxxium UK internal mixxit® training programme.

Amanda Humphrey



Renowned mixologist, Amanda Humphrey, has worked for over 12 years in cocktail bars and restaurants all over the country.

Most recently she worked as bar manager in Paramount, at the top of London's Centre Point, and at private members clubs - Shoreditch House and 5 Hertford Street's Whisky Bar in Mayfair.

Before moving to London six years ago, Amanda worked in Manchester at Harvey Nichols Second Floor Bar and at Ithaca. She is now based in London alongside Wayne Collins and David Miles covering mixxit® training around the UK, delivering masterclasses and providing fun and interactive category-led education.

Classic mixxit® favourites

Dominican Reviver

Essential Shake

- 1). Take a clean Boston shaker
- 2). Add one shot of Brugal Extra Dry and one shot Bols Orange Curacao
- 3). Add one shot freshly squeezed lime juice and one shot Lillet Blanc
- 4). Add cubed ice into Boston shaker and shake hard for 10 seconds
- 5). Fine strain into a chilled cocktail glass, add two dashes Absinthe on top and garnish with a brandied cherry

Contains 2.5 units



Devil's Manhattan

Essential Stir

- 1). Fill a clean mixing glass with cubed ice
- 2). Add two dashes of Peychud Bitters
- 3). Add 50ml Devil's Cut Bourbon and 25ml Sweet Vermouth
- 4). Stir briskly with a barspoon for 20 seconds
- 5). Place a julep strainer on top of the mixing glass and strain into a chilled cocktail glass finish with an orange twist

Contains 3 units





Fantastic Rums, Rumtastic Fans

Remarkable Rum

Rum is the spirit of the moment: it's got something for everyone - heritage, provenance, quality - and fun. Premium, Golden and Spiced they're all being savoured for their flavours as well as getting mixed up in rum cocktails

The word renaissance is being bandied about - though many would argue that rum has never been away. The current resurgence is being driven by Golden and Spiced Rum, which are both experiencing double digit volume and value growth.

Ian Peart at Pernod Ricard says: "The performance of rum in 2013 is partly thanks to the cocktail trend, as 64% of consumers' favourite cocktails are based on rum and vodka. The Mojito is the UK's most popular cocktail, with 55% of licensees saying it's their best-selling cocktail and 24% of consumers claiming that it's their number one drink of choice."

First Drinks' Roy Summers adds: "Spiced and golden rum are currently the two fastest growing sub-categories in spirits, driven by increased distribution as they become more popular and a familiar bar call among consumers. Both appeal to a broad range of consumers, both male and female and work well as a base spirit in cocktails."

CGA Strategy's Mark Newton says rum has continued its revival through 2013, especially Golden Rum, which saw 21.8% volume sales growth.

"Golden Rum originally gained traction due to the mammoth success of spiced brands, which helped elevate the category's awareness to the more mainstream drinker," says Newton. "This can be partly attributed to the easy drinkability and perceived

accessibility of spiced rums, having a sweeter taste profile that appeals to a broad demographic. Furthermore, Spiced Rums have great mixability and versatility; marrying themselves to a variety of mixers to create fantastic long serve cocktails to suit all occasions."

As he says, white and dark rum also remain important. "White rum is still the largest rum type by volume and is an important ingredient in cocktails such as the mojito, while dark rum has benefitted from the halo effect created from the success of golden variants."

"Consumers are increasingly turning to cocktails on nights out, being viewed as lavish and high end but also perceived as relative value for money; most cocktails containing two or more shots of alcohol"

According to Newton, Rum's popularity can be partly explained by changes in consumer behaviour. "Generally consumers are still choosing to go out less, favouring one big night out a week and they view this single night out as a treat. Therefore, as the night out is seen as a special occasion, consumers are more willing to splash the cash and spend on high quality, premium products.

"The premiumisation trend that started with vodka and gin, is becoming well established in the rum category. Similarly, consumers are increasingly turning to cocktails on nights out, being viewed as lavish and high end but also perceived as relative value for money; most cocktails containing two or more shots of alcohol."

"The fact that Inventive Leisure have succeeded their successful Vodka Revolutions chain with the Revolucion de Cuba Rum bar concept speaks volumes for how far the category has come over the last few years, how popular it is right now, and will likely remain for the foreseeable future"

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for the facts about alcohol

Sailor Jerry Spiced Rum 40% ABV © 2013 William Grant & Sons Limited.
A spirit drink of spiced Caribbean Rum blended with natural spices.



Rumtastic Fans

Remarkable Rums

We asked a few of the industry's most passionate purveyors of remarkable rums why they believe that rum is the spirit of the moment

A Rum Revolucion

Myles Doran is Drinks Director for Inventive Leisure, best known for the Revolution chain of vodka bars, which played such a significant role in the massive success of vodka back in the 90s.

In 2011 the company opened what was to be the first of several Revolution de Cuba Bars – five standalone bars in Manchester, Norwich, Sheffield, Cardiff and Derby, along with 18 'pop-ups' within larger Revolution

Bars. They all offer over 50 premium rums and more than 25 rum based cocktails, from classics like the Mojito and the Mai Tai to punches and contemporary serves in tin teapots.

"We wanted to apply the same magic to rum that we brought to vodka - it's such an interesting exciting category, colourful and full of character," says Doran. "There are rums from the Old World and the New World, each has its own story - heritage, culture...and of course pirates!"

Doran believes that it is this combination of fascination and fun that is inspiring people to seek out more interesting rums.

"When people try the rum they want to know its story, to find out about other rums, if they like one they can move on to try

different ages in the same family or from the same country - it's a journey, an adventure."

To generate additional interest, and encourage guests to experiment the Revolution de Cuba Bars run a Rum Club, partnering with a Rum of the Month to hold regular masterclasses.

"The brand owner will come in and run a Show & Tell session, where guests get to taste different rums, both neat and in cocktails. These help customers explore and get to understand the diversity and variety of rums, even within a single brand."

"We wanted to apply the same magic to rum that we brought to vodka - it's such an interesting exciting category, colourful and full of character"

Doran acknowledges that the Mojito phenomenon has been key to rum's success, "It's by far the biggest selling cocktail and is the people's drink of choice. They may come in to the category through Mojitos, but they come out the other side wanting to explore what else there is available. They'll start with a Mojito made with Bacardi, and then perhaps move on to a Havana Club 7 yr old. Soon they'll be discovering curiosity rums - they can mature with rum, which is one reason why its popularity isn't a fad"

Doran's personal favourite is El Dorado 12yr old. "The range is a great way of introducing customers to the different ages within the same family - and the 12 yr old really does a number on whisky and bourbon drinkers – they take one sip and they're hooked"

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Alfred Lamb
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Rum Runner

*37.5ml Lamb's Navy Rum
12.5ml Creme de Mure
20ml vanilla liqueur
50ml pineapple juice
25ml fresh lime juice
12.5ml grenadine syrup*

Glass: hurricane

Garnish: pineapple and a cherry

Method:

shake and strain



Demerara Swizzle

*50ml El Dorado 5 Year Old
25ml fresh lime juice
30ml pineapple juice
10ml sugar syrup
bitters*

In a highball glass, add 50ml El Dorado 5 Year Old, 25ml freshly squeezed lime juice, a dash of bitters, 30ml pineapple juice and 10ml sugar syrup. Fill glass with crushed ice and swizzle. Add more ice and pineapple juice if necessary and garnish with a lime wedge.



Hellfire

*1 part Sailor Jerry Spiced
2 dashes hot sauce
¼ of a fresh lime
Pilsner beer or favorite
lager beer*

*Shake Sailor Jerry with lime and hot sauce, and strain into a beer glass full of ice. Top with beer and squeeze 'n drop a lime wedge garnish
* Top with ½ desired beer and ½ ginger beer (if available) for an extra kick.*

At Your Pleasure

Nick Griffin's Pleasure Pub Co chain includes the St James, a proper pub with a staggering selection of over 80 rums to entice and excite the discerning drinkers of Brighton.

The pub also runs a regular rum club, where brand ambassadors come to talk to customers about their rum, and how it's made. We asked Nick for his thoughts on what makes rum so appealing.

"It's not all pirates you know! But like those privateers of old, rum has a number of notable characters - although the majority of them aren't rogues. There are some little beauties out there, in what I believe to be one of the most exciting categories of the moment.

It's worth noting a few that you'd be well advised to seek out if you want to rustle up a few good rums.

One that is readily available is the Havana Club range and the seven year old is a stunner, well rounded and perfect for sipping at a reasonable price.

For fans of rum of the darker variety you can't go far wrong with Goslings, and if you want to offer something really rather special, treat yourself - and your customers - to their family reserve, guaranteed to warm the cockles of your heart on a cold day, not bad considering it comes from Bermuda! !

"For something that's the talk of the town though, the Kraken spiced rum, it's literally on everyone's lips right now!"

Other notable rums are the El Dorado range from Guyana, superb rums with a price point to suit every pocket. Their three year old white is a wonderful alternative to Bacardi - though you do need to convince half of Bacardi drinkers that they are actually drinking rum in the first place!

Matusalem make some stunners too, with the Gran Reserva a particular favourite and well priced considering its age.

The characteristics of the rum often depend on where it's from and the Plantation range is exceptional in allowing you to distinguish the differing styles by country of origin. I can highly recommend them and they also are a wonderful way to engage customers: unsure of what they prefer - an ideal instant flight of tasters!

Anyone serious about rum will want to spice up their range - spiced rum is no slouch and all bars will probably stock at least one.

There seem to be new ones hitting the market place almost daily but if I was pushed I'd plump for Green Island as being top of my want list - though it's not too easy to get hold of. For something that's the talk of the town though, the Kraken spiced rum, it's literally on everyone's lips right now!"

A Real Rummer

The Rummer, an award winning pub in Bristol, has a rum offering that isn't inspired by the pub's name - which dates back to the 1743 - but to owner Brett Hirt's long standing love of the spirit.

"When I started to become passionate about rum it was an unloved and under-utilised spirit, which was packed full of character, personality, history and traditions.

"In the early days it was a trial explaining to people that we stocked a hundred rums, but were unable to serve a Bacardi and coke. Slowly, attitudes and tastes have changed, and now we're just as likely to serve a neat rum for sipping by the fire, as a single malt."

"Rum was a niche category when we started - we look forward to it returning that way so we can concentrate on great rum without the marketing and bluster. Fashions fade, style is eternal, and a good rum is a very stylish spirit"

The bar doesn't stock any of the main brands or use p-o-s material. "We never run any promotions, though we do work with some smaller producers and niche products by hosting tasting dinners. The fridges are steel fronted, and the spirits, beers, wines and cocktails are catalogued in a leather bound menu. He admits this can be a little disconcerting for guests visiting for the first time, and doesn't make ordering a particularly easy task.

But The Rummer team are all incredibly passionate about their work and the bar's products, "They relish finding out what our guests like, and recommending something suitable," says Hirt

"Generally, no two rounds are the same. With good service, guests build up trust in our bartenders, and actively seek further recommendations. Regulars tend to find a favourite and stick with it for a while, so we make sure that they get to try the new products coming in, to try and tempt them into pastures new."

Brett doesn't agree that rum is the flavour of the moment

"Gin is the flavour of the month. Rum had its day a few years ago, and companies like Inventive Leisure are just catching up now," he says. "Rum was a niche category when we started - we look forward to it returning that way so we can concentrate on great rum without the marketing and bluster. Fashions fade, style is eternal, and a good rum is a very stylish spirit."

It's hard to draw Hirt on what his favourite rum is. "That's like asking which is your favourite child, but if I had to choose, a long standing favourite sipper is Goslings Family Reserve Old Rum, though it's not the most accessible and not very versatile. I recommend Ron Millonario Solera 15, as it's approachable for drinkers new to the category, and can be mixed to great effect.

If anything gets too popular, we normally take it off of the list, to give the next big thing a chance. . . . also another way to get guests to try something new

The worlds best tasting rum?

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The 2013 International Wine & Spirits Competition awarded El Dorado 8 year old the trophy for 'Best Rum in the World', which our 15 year old rum has won seven times previously. Demerara Distillers were also honoured with the trophy for 'Best Spirits Producer' for the Americas & Caribbean Region for the 3rd time.



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RUM

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Fantastic Rums

El Dorado Guyana 40%

Multi award winning range of genuine Demerara rums with true age statements. From a charcoal filtered, cask aged 3yr old white rum to an incredibly rare 25yr old, the family includes a versatile, golden 5yr old made using the world's only wooden Coffey still, an 8yr old with tremendous depth that is perfect for sipping or mixing into luxurious cocktails, and a stunning 12yr old packed with aromas of sugar, honey, banana, toffee, raisin and sultanas.

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Gosling's Black Seal Bermuda 40%

The main ingredient in the trademarked Dark 'n Stormy cocktail, this award-winning rum was first produced in 1806. Still made according to the original family recipe from a unique, premium blend of pot still & continuous still distillates aged independently in used American Oak bourbon barrels.

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Green Island Mauritius 37.5%

It's hardly surprising that Mauritius, being on the original spice route, produces a spiced rum. This is well rounded with a good balance of spice, great in a spiced mojito.

Green Island 020 8881 8686 www.greenislandrum.com

Havana Club Cuba 40%

The spirit of Cuba, the brand's range includes a 3 year old white rum, Havana Club Especial (5 year old), 7 and 15 yr old variants, as well as Cuban Barrel Proof and super-premium Máximo Extra Añejo.

Pernod Ricard UK 0208 538 4484 www.havana-club.co.uk

The Kraken Caribbean 40%

Black Spiced Rum with a tremendous cult following, named after mythical Norwegian sea monsters made famous by the movie Pirates of the Caribbean. Strong, rich and smooth it can be enjoyed as a sipping rum, in cocktails or mixed with ginger or cola

Proximo Spirits 020 7489 6410 www.krakenrum.com

Lamb's Navy Caribbean 40%

A rum brand of 'True British Character' with roots that go back to 1849, when Alfred Lamb blended no 18 superior rums from Barbados, Jamaica, Trinidad and Guyana. Relaunched in 2013 with a campaign that celebrates contemporary 'True British Characters' from designers and tattoo artists to sporting heroes

Halewood International 0845 6000 666 www.lambsnavyrum.com

Lamb's Spiced Caribbean 30%

Relaunched at Rumfest in 2013, and made with 100% Caribbean Rum, this spiced rum is smooth and versatile, making it suitable as a base for a range of cocktails, and perfect as a mixer with cola.

Halewood International 0845 6000 666 www.lambsspicedrum.com

Matusalem Dominican Republic 40%

Originally produced in Cuba by a Spanish family using the Cognac aging process, Solera, which creates exceptionally smooth, unique blends from a combination of varying aged rums

PLB Group 01342 318 282 www.matusalem.com

Mount Gay Barbados 40%

Produced on Barbados since 1703, blending single distillate and double distillate rum produced in their centuries' old copper pot still and matured in 200-litre charred oak barrels

First Drinks Brands Ltd 01256 748100 www.firstdrinks.co.uk

Plantation Caribbean 40%

A range of premium gold and dark rums from eight different islands in the Caribbean, with 11 different expressions.

Bibendum 020 7449 4120 www.plantationrum.com

Sailor Jerry Caribbean 40%

The father of old school tattooing, Norman "Sailor Jerry" Collins was an innovator and a true independent spirit whose work is still revered today. A master craftsman, his artistry and integrity remain timeless as does the rum that bears his signature.

First Drinks Brands Ltd 01256 748100 www.firstdrinks.co.uk

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Single Minded

Malt Whisky

The opportunities in single malts are massive and yet many pubs continue to miss them. Spirits writer Tom Sandham urges more licensees to improve the offering.

Man walks into a pub and asks for a whisky. The barman picks his nose and says nothing, pours a moderately priced, average blend off the optic. The man asks what it is, the barman scratches his bum and tells him the brand, the man nods slowly, opens his mouth and silently mouths an 'oh' and walks off. He drinks his average whisky by a window. The man stares into the middle distance, fingers a paper, but mostly thinks about how he could be at home drinking this over-priced, inoffensive whisky, watching Breaking Bad box sets. He also wonders how much he could buy a bottle of the whisky online. He leaves and doesn't come back.

That's not a particularly good joke, mainly because it isn't a joke. It's more of an anecdote. It's not even a decent anecdote. Apologies. I should've added some guns and pretty ladies, buff boys and stuff to make it a good read. But the point is this: the above scenario is being repeated in a plethora of pubs across our country, every day. And frankly, it represents a massive missed opportunity.



The Importance of Whisky

Whisky, particularly single malt, is hugely important for pubs. According to Nielsen, there are nearly seven million malt whisky drinkers in the UK helping the GB whisky industry hit a worth of nearly £1.2bn. Just in case you missed that, the figure was seven million malt whisky drinkers. That's a lot.

"If we look a little closer at the best seller, Glenfiddich 12 YO, and explore the distillery, we discover a family of excellent whiskies that could be grouped around the one product"

Single malt is the driving force, up 18% in the on-trade during the last year with 46% of drinkers being over the age of 55. This last stat is particularly important for two reasons. Firstly nearly half the single malt whisky drinkers are at an age where they could have a bit of spare cash and time to learn more about what they are drinking.

The over-55 consumer is an important demographic for a pub. Secondly, more than half are under 55, suggesting the whisky drinker is not simply the older gent. Younger drinkers are embracing

the single malt category and while 75% are male, women too are dipping into the drams.

First Drinks recently published some interesting data on whisky consumption, using Nielsen, CGA Strategy and consumer specialist Target Group Index. It was packed with insights and further supports the opportunities in the category.

In it they represented the top five single malt sellers as Glenfiddich 12 year old (YO), Laphroig 10 YO, Glenmorangie 10 YO, Macallan Sherry Oak 10 YO and Highland Park 12 YO. Take a look at your back bar, if you have any of these, and preferably all, then you're off to a solid start. But this is the tip of the iceberg. If we look a little closer at the best seller, Glenfiddich 12 YO, and explore the distillery, we discover a family of excellent whiskies that could be grouped around the one product.

Take the not-overly-scary step of adding the more expensive 18 YO to your collection. This whisky was matured in a mix of Oloroso sherry and bourbon casks and brings a different characteristic to the glass. Simply knowing this much about it might help tempt a Glenfiddich customer into trying it, and, hey presto, you'll have an easy upsell. While whisky drinking is ritualistic, choice isn't nailed on. Whisky drinkers are adventurous, take advantage of this and encourage them to move around the category.

Presentation Matters

Presenting your single malts effectively on the back bar helps. Think about age statements, or regions, perhaps put all highland malts together, or all the 12 year olds together. Visit great whisky bars to see how they do it and employ some of the devices. Make sure the singles are away from the blends and Irish or Americans and may be even explore Japanese whiskies. A more discerning drinker will appreciate your efforts if you go further afield.

"It's much more fun learning about something with someone than it is trawling through the internet. Well, that much is true of most things"

But perhaps the worst element of the original scenario at the start of this piece, was the lack of information passed on by the licensee. Taking time out to learn something about what you're selling is crucial and very easy, even if it's a single line about the product. If you don't have time to pore over informative pamphlets, then you can enhance this experience by hosting tastings, both for staff and consumer and the bigger brands offer as much.

Take Diageo, the company has an army of outstanding single malt whiskies, all packed with history, stunning stories about their creation along with product methods ranging from distillation to careful oak aging. Simple pieces of the story can ignite the consumer interest and be delivered quickly, even over a busy bar.

"We always offer training," says Colin Dunn, whisky ambassador for Diageo. "At Diageo we have training bursts when required, but

it is always offered. When Diageo starts a relationship with a pub, we outline our strategy, which is based around the Flavour Map (Delicate, Fruity, Rich and Smoky). All Bars are offered Plinths featuring Glenkinchie Talisker Singleton of Dufftown and Dalwhinnie, and given a large supply of Flavour Maps to show these off and talk about them, where possible we get as many managers or staff together to conduct training sessions, sometimes at Team Meetings. Diageo then has account managers that visit these establishments to give back-up and support verbally."

The Home Challenge

The reality pubs face is that much of the whisky consumption takes place in the home, the gifting sector is crucial and 43% of single malt scotch sales are generated in the off trade. Whisky drinkers like to sip their spirit by the side of a roaring fire, staring deep into the flames, and wondering where it all went wrong. They can do this just as well at home. So it's an inexorable fact that a customer will only indulge in an evening in the pub if you can offer something but it's equally true that it's much more fun learning about something with someone than it is trawling through the internet. Well, that much is true of most things.

Offering the complete single malt experience is down to the licensee though, placing a bottle on a shelf alone is not enough.

If you're not doing something about this already then you're behind the curve. Those riding the whisky wave are already reorganizing the single malts on the back bar, it's about time you did as much.

Tom Sandham is the spiritual half of Thinking Drinkers and award-winning author of World's Best Cocktails





It's My Pleasure

Inspirational Spirits

It's an exciting time to be a publican, there's a world of choice to explore, and we've got a receptive audience fired with the spirit of adventure, says Nick Griffin, owner of Pleasure Pubs

Today's drinker is a sophisticated beast, always looking for something different and coming to us for a bit of excitement. What better environment could a publican ask for?

For several years now we've seen a move towards premium brands. Beers, wines, and spirits too, have all been on this upward trend. And it's a trend that shows no sign of levelling out. The word 'exponential' is all too often bandied about, but here I believe it is justified.

Barely a week goes by without something new and exciting hitting the marketplace.

A Few Choice Words

But I'm not telling you something you don't already know.

Fifteen years ago, how many pubs had a range of white, red and rose wines for the customer to choose from? Heavens above, choice? What a concept that is! It was rare then, but now it's de rigueur.

Ten years ago around three-quarters of pubs retailed Gordon's gin and Gordon's gin alone - well they may have had a house one, but I'm not sure that counts! Nowadays the majority will have a choice. Yes, there's that concept again!

Bombay Sapphire, Tanqueray, Hendricks, Plymouth and Beefeater, all have made their way onto many a pub's back bar. Not only that, they all sell! Surely that's something we should encourage! If the customer wants choice, let's give it to them.

"It's not the new brands that are the backbone of the growth of American Whiskey, it's those newly empowered consumers who are turning their backs on vodka and the quick fix, and moving onto dark spirits where there's taste and excitement all in one go"

The Spirit of Adventure

The customer is becoming more discerning and more adventurous, with a drinking demographic eye-wateringly inclusive. Male, female, young and old, they are all wanting to take a chance, ready and willing to be impressed, and searching for something out of the ordinary.

It's this environment that makes being a publican all the more exciting today.



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New products to be discovered, a willing audience, that's a green light to go-go-go in my book. As publicans we are - or should be - sales people and sales people need things to sell.

We also need to know at least the basics about what we are selling, and having the ability to look at our own personal portfolios keeps the whole deal fresh. It inspires us the seller, and it keeps our customers happy. Even the old curmudgeons will have a secret respect for your knowledge and new found joie de vivre as they faithfully sup on their Guinness.

My tips for the coming year? Both Gin and American Whiskey will continue to grow.

Gin Time

Gin has been booming again and this time it's for real. Not a quick sales blip riding on the back of a Gallagher brother sipping a G&T in Camden Town. It's not Brit Pop now, it's gone Classical and all the better for it. Okay there's a bit of Krautrock in there - Monkey 47 is a personal favourite - but we're seeing juniper back in favour. Portobello Road is my tip for the top, recently winning my company's blind gin taste test. One word: stunning!

Barely a week goes by without a new addition to the gin market. Some variations on a theme, others striding out with new botanicals in the mix to challenge our pallets - and often our pockets!

Yankee's Doing Dandy

So what about my other top tip? American Whiskey. Is that going the same route as gin?

Well firstly, it can't. Because of the ageing and the need to invest, without that rapid return, the market place will always be a little less cluttered. There aren't a vast number of new bourbons and ryes bullying their way onto the shelves, but there are a number of innovations that are well worth a mention.



Jim Beam playing with the Devil and with a cherry on top - brand extending the classic Jim we all know and love is a bold move and one to be applauded. And there's a real honey trap waiting round the corner for anyone wishing to compete with the marvelous Honey Whiskeys of both Jack and Jim. When it comes to choice, Mr. Daniel ain't missing a trick either, no longer is it just the reliable #7 JD, no siree pardner! Check out Gentleman Jack - and for the real connoisseur, their Single Barrel is to die for.

“Bombay Sapphire, Tanqueray, Hendricks, Plymouth and Beefeater, all have made their way onto many a pub's back bar. Not only that, they all sell! Surely that's something we should encourage! If the customer wants choice, let's give it to them”

Consumer Choice

But when push comes to shove it's not the new brands that are the backbone of the growth of American Whiskey, it's those newly empowered consumers who are turning their backs on vodka and the quick fix, and moving onto dark spirits where there's taste and excitement all in one go. And nothing better sums up a pioneering spirit than American Whiskey. Coincidence? I think not!

Finally, it's all well and good writing about it, or reading about it - but actions speak far louder than words. As Jack London said “You can't wait for inspiration. You have to go after it with a club.”

Inspiration is all around you, your customers are picking up on it and we're all missing an opportunity if we fail to respond. The choice is ours - let's make it, and let's make it fun. If the customer is excited, so am I. I hope you will be too, there's a great journey to be had!

Cheers!



All American Heroes

Jack Daniel's Tennessee 35-45%

The ultimate pioneering spirit and the UK's best-selling American whiskey. The recent introduction of Tennessee Honey (35%) has been a tremendous success, the No 1 new spirit launch of the past two years, and is already worth more than £18.5m. It can be served chilled, over ice, or with a light mixer such as lemonade. The brand, with its sweeter taste profile, appeals to younger drinkers and women, introducing them to the category. Also look out for limited editions (Sinatra Select (45%), a "smooth but bold" whiskey made from a blend of selected "Sinatra barrels") & permanent additions: Gentleman Jack (40%) and Single Barrel (45%) - the ultimate super premium American Whiskey, matured in the highest reaches of the Lynchburg barrelhouse where the dramatic changes in temperature cause its colour and taste to deepen further.

Bacardi Brown-Forman Brands 01962 762 100 www.jackdaniels.com

Jim Beam Bourbon 35-45%

The Jim Beam family is growing. The world's number one bourbon, sweet and spicy Jim Beam White (40%), and older brother, Jim Beam Black (43%) the 8 year old aged smooth sipping whiskey with elegant toffee and vanilla notes, have 3 new siblings. Jim Beam Honey (35%), made with Jim Beam Bourbon infused with real honey, Red Stag (35%) infused with black cherries. Last, but most definitely not least is Devil's Cut (45%) An exciting addition to the Jim Beam line-up: during the ageing process, some bourbon naturally evaporates and escapes the barrel. This is known as the "Angel's share". The Devil's Cut is the portion that is trapped in the barrel wood during the ageing process where it remains...until now. A proprietary process is used to unleash it, resulting in a distinctively bold bourbon with a rich flavour all of its own

Maxxium UK 01786 430500

www.jimbeam.com

Jim Beam's Small Batch Bourbon 45-60%

Small Batch Bourbons include: Baker's (45%), a remarkably smooth 7yo bourbon; 8yo Basil Hayden's (40%) with an abundance of rye giving a slightly peppery taste and aroma; Booker's (60%), the first uncut, unfiltered, straight-from-the-barrel, an oaky, smoky connoisseur's sipping bourbon, and the increasingly popular, intriguingly named Knob Creek (50%), which was Abraham Lincoln's childhood home

Maxxium UK 01786 430500

www.jimbeam.com

Maker's Mark Bourbon 45%

Spicy with hints of butterscotch & vanilla, this small batch bourbon is produced using yellow corn and winter wheat as opposed to traditional rye. The casks are aged for a minimum of 6 years and each bottle is individually hand dipped in wax

Maxxium UK 01786 430500

www.makersmark.com

Woodford Reserve Bourbon 45.2%

A hand crafted, small batch bourbon, with a creamy, buttery taste and distinctly fruity nose. It is the only bourbon which is triple distilled in copper pot stills, the time-honoured method of production. The distillery is the oldest of ten working bourbon distilleries in Kentucky. In 1995, the distillery was listed on the National Register of Historic Places. In 2000, it was designated a National Historic Landmark

Bacardi Brown-Forman 01962 762200

www.woodfordreserve.com

Sazerac Rye 45%

From the award winning Buffalo Trace Distillery, Sazerac Kentucky Straight Rye Whiskey is a powerful spirit, despite its mellow colour. The aromas of caramel and vanilla take the edge off the strength but this is not a whisky for beginners.

Hi Spirits 01932 252100

www.sazerac.com



The Strange Case of Dr Jekyll & Mr Hyde

Gin Genius

Claire Dodd discovers the secret of the Jekyll & Hyde, a backstreet boozier that was given new life by the Bitters 'n' Twisted Venues pub group - thanks to a bit of spiritual enlightenment and a split personality

We've all visited one. A pub or bar in a busy nightspot that, let's face it, doesn't really have to make an effort to pull in the crowds. The drinks are cheap and sticky, the queue for the bar eight deep, and the loos, heinous. But what happens if you take on an unloved property that's not in the thick of it? Well, you have to make it something rather special.

"If you come to the Jekyll & Hyde, you have to make a bit of an effort," says owner Matt Scriven. "We're in the city centre but it's about a ten minute walk from the rest of the life. We needed to create something distinctive about that particular venue, to get people in.

"It was certainly a slow build. It was a forgotten part of town, the venue had been really poorly traded and it took a while for the message to get out there. We removed certain products that brought in certain types of people and took the whole drinks offer a bit more upmarket."

Upstairs, Downstairs

Upmarket is one way to describe it. But that wouldn't really be doing the Jekyll and Hyde pub any justice. The bar stocks over 120 different gins in its upstairs gin palace. It offers cocktail master

classes. The resident 'gin guru' is available to take anyone interested on a whistle stop history of gin and provide an unforgettable multi-sensory bar experience. And you can even enjoy 'Eat Me, Drink Me' meals of gin and food fusions where gin is paired with three courses.

But it manages to stay firmly on the pub side of the fine line between casual pub and up market drinking den. The original décor has been kept and enhanced. A wood panelled upstairs room became a 'gin parlour' stocking initially 50 different gins - though that number has now risen to over 120 - while downstairs is still very much a pub, albeit a very good pub. Alongside the cocktails and the decadent display of gins, there's also a beer range that takes in popular premium lagers and cask ales, and midweek offers such as £5 for a hot dog and a pint of Carlsberg.

"People want to experience new things. We wanted to provide that opportunity and introduce them to the spirit. It gives staff a reason and an opportunity to engage with the customer"

"We needed to create something distinctive. The idea was to try and rejuvenate an old pub to make it more relevant and accessible for modern trade. We've used a local brewery, Freedom for a number of years and have introduced American beers such as Brooklyn and more on-trend lagers such as Estrella as they've come along.

Riding the Gin Wave

But the focus on spirits is a deliberate one - cocktails can offer up to 75% profit margin as opposed to beer at 45%. The aim is to offer the best of everything but we've become known for having a gin parlour and offering good cocktails.

"We were fortunate that we rode the wave of the gin revival," says Matt. "When we opened, there was just an inkling of the revival. You had Hendricks doing good things and gin itself was becoming a bit more on-trend. It seemed to make sense to try and tap into that as much as possible.

A distinctive sweetie jar cocktail serve, offered at £4 early evenings and Saturdays, is the bar's best seller. These are designed to get customers experimenting and trying new things; an ethos that is central to the bar's success. "The £4 offer makes it much more accessible for people to try something new, without breaking the bank."

The Curiosity of Gin

As for the 120-strong gin range, selling them depends heavily on staff recommendation. Training takes place every Monday and it's often the case that brand managers, keen on expanding sales outside of London, pop in to run comprehensive training sessions. Product knowledge is vital to sales.

"People want to experience new things," says Matt. "We wanted to provide that opportunity and introduce them to the spirit. It gives staff a reason and an opportunity to engage with the customer and talk them through the different gins available, their different preferences and which gins might appeal most to their palette."

"Alongside the cocktails and the decadent display of gins, there's also a beer range that takes in popular premium lagers and cask ales, and midweek offers such as £5 for a hot dog and a pint of Carlsberg"

The education continues by way of an inspirational and fun pair of cocktail menus – Dr Jekyll's Etiquette of Gin includes titbits of gin knowledge, botanicals tasting notes and the names and ratios of some famous martinis. It also offers flights of 3 themed gins, contemporary & classic gin cocktails and quirky communal serves like Madam Genever's Bath Water, served in a mini bath tub. It also offers the 'Quintessential G&T' with a choice of no less than 10 tonics!

Mr Edward Hyde's Notebook, meanwhile, is a cornucopia of 'Elixirs, Concoctions and Potions', many using spirits other than gin. It also promotes the other string to the pub's bow - Cocktail Chemistry classes, which are designed for groups of 6 or more - stag/hen dos, office parties, team-building events - and involve games like 'Ready Steady Shake' and 'The Weakest Drink'.

The Spirit of Independence

Bitters 'n' Twisted Venues is a 6-strong pub group, 'fuelling the spirit of quality independence in Birmingham'. Asked if he has any advice for other operators, Matt says they should always be aware of the wider drinks trends in the market. Riding current trends has helped the bar quadruple sales since it opened. Sales for 2013 are 25% up on last year.

"You have to do things that will drive people to come and spend an evening with you," says Matt. "It's really a case of keeping on top of the trends. If you're a publican, it's all about trying to understand what beer is popular, what spirits are doing well. Exposing yourself to the trends and getting some kind of expertise on site to push that trend to make the general experience of going to a pub more interesting. Pubs die when publicans run out of ideas."



Matt Scriven's cocktails



Beyond the *GnT*

Gin Inspiration

Ask not what gin can do for you, but what you can do for gin...OK, so gin might not actually need your help, with impressive growth figures and a wealth of innovation, it's already doing pretty well, thank you very much. But are you getting as much out of this gintoxicating trend as you could be? Lucy Britner investigates

CGA Strategy's Brand Index 2013 for the year to October screams growth at the premium and luxury end. In value terms even standard gins chalked up 4% growth, although volume was down slightly, suggesting a trading up to quality even at entry level. Premiums are up almost 18% in value, while luxury gin has grown a stunning 35.9%.

CGA Strategy uses many factors to define standard, premium and luxury but if we look at Diageo's gin stable, they class Gordon's as standard, Tanqueray as premium and Tanqueray 10 as luxury.

The question is, what are licensees doing to inspire customers to reach up to luxury level? The answer may be one step beyond the usual gin and tonic.

Though don't bolt too soon - Hendrick's senior brand manager James O'Connor says: "Before you go beyond the G n T, ensure you're getting all you can out of it. Over 80% of all gin is consumed with tonic.

"Start with clean glassware, full to the brim with ice. Make sure you have the relevant garnish. Offer a range of premium gins. Hendrick's has a different taste so it works for people looking to try something a little different."

"Good cocktails are one way of attracting more discerning customers who may go on to spend more on wine and their meal in general."

Gin for the Colonel

Punch lessee Ross Grady from the Colonel Fawcett, a pub in North London, has specific G n T serves for many of his gins - and he has 55 on the back bar!

"Our interest in gin came about through looking at our pub's history," explains Grady. The bar dates back to the 1800's and the gin palaces that once played host to all manner of juniper lovers.



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Whitley Neill G&T

Ingredients:

*2 shots Whitley Neill Gin
Dash Peychaud's bitters
3 Orange wedges
Topped with premium
tonic water*

Ice:

Cubed Ice

Method:

Build

Glass:

*Rocks glass
or Highball*

Notes:

The use of orange helps to highlight the unique citrus notes within WNG which also include sweet orange peel. Peychaud's bitters are slightly sweeter than Angostura and not so overpowering.



"The idea and the concept made sense - we serve British food, we're a London pub and we specialise in gin." To research potential stock, Grady uses gin blogs, trade mags and Twitter. "I get a lot of tips from Twitter," he says.

The house pour at the Colonel Fawcett is Hayman's London Dry, while Old Tom is used in many of their cocktails. This is a slightly sweet style of gin. An appropriate choice for the Colonel, since this was the gin of choice in 19th century Victorian England, and the main ingredient in classic gin cocktails such as the Tom Collins

"The pub also offers many gin cocktails and a gin version of the mojito called The Major Bailey is the most popular. In a busy week, Grady can sell 25 of these drinks at £7.50 each"

Grady doesn't serve Schweppes tonic, believing it to be too sweet. "We serve tonics like Fentimans, Fever Tree and 1724 because they complement the gins."

Most gin brands have their recommended serve, from glassware to garnish, giving licensees a plethora of ways to jazz up a gin and tonic.

One of Grady's top choices is Mediterranean gin Gin Mare with 1724 tonic, served in a large balloon (Copa) glass with a wedge of orange and a sprig of rosemary. Other gin-specific serves include cucumber with both Martin Miller's and Hendrick's as well as more

floral Greenall's Bloom gin with strawberries in the summer and pink grapefruit in the winter. The gin counts pomelo among its botanicals - a citrus fruit akin to the grapefruit but not as bitter.

The pub also offers many gin cocktails and a gin version of the mojito called The Major Bailey: Tanqueray gin, mint, lemon juice, lime juice & sugar - is the most popular. In a busy week, Grady can sell 25 of these drinks at £7.50 each.

The Renaissance of Gin

The founders of Renaissance Pubs love gin so much, they created their own. Earlier this year, the company launched Ten gin to celebrate ten years of business. It contains 13 botanicals including lime flower and cinnamon.

Renaissance co-founder Tom Peake says: "It was inevitable gin would become fashionable once again. Craft gin distilleries have been key - producing new, interesting gins and marketing them effectively."

Peake says the company gets through 36 bottles of gin per week in its 6 pubs.

"We use gin in many cocktails," adds Peake. "Cocktails can offer good margins, but we stick to traditional 65-70% GP margins and use excellent ingredients, in line with our general attitude to produce and pricing. Good cocktails are one way of attracting more discerning customers who may go on to spend more on wine and their meal in general."

Inspired by Africa

CRAFTED IN ENGLAND

Whitley Neill Gin produced from small batch distilling, 2 unique African fruits and a range of traditional botanicals, was earlier this month awarded Gold in The International Spirits Challenge 2013 – Super Premium Category.

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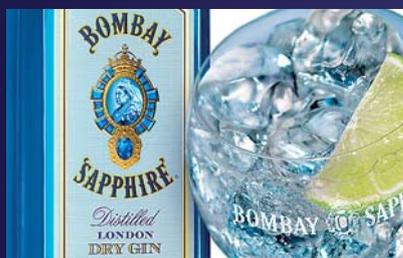
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Johnny Neill
JOHNNY NEILL



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A Nation of Gin Lovers

Gin's popularity is not married to London. The passion for the quintessentially English spirit burns across the country, from country house hotels like the Feather's in Oxfordshire (where they offer a staggering 174 different gins), to village locals such as The Angel in Woodbridge, Suffolk with a mere 160!

And city pubs are feeling the love too - from Pleasure's Office pub on the South Coast in Brighton to Newcastle on Tyne's newly opened gin and draft venue, Pleased to Meet You.

Managed by gin enthusiast Tom Proud, Ladhar Leisure's latest venue currently stocks 70 plus gins

"Pleased to Meet You sells 40-50 cases of gin per month and Proud says simple three-ingredient classic cocktails like the Negroni are gaining in popularity"

When it came to making the selection, Proud looked at what was available, took out the lower end and also some well-known brands.

"We try to offer something different to the rest of the city," he says. "We don't sell Gordon's - it's a point of difference. If customers ask for it, we tell them what else is on offer and I don't think anyone has been disappointed. I've nothing against Gordon's but you can get it in most pubs."

Pleased to Meet You sells 40-50 cases of gin per month, with the most popular gins being Hendrick's and Tanqueray, and Proud says

simple three-ingredient classic cocktails like the Negroni are gaining in popularity.

"Most publicans should be looking to make 65%-70% GP on shorter cocktails. Obviously it depends on the quality of the ingredients and as we use high quality ingredients this can vary but it balances out across the board." When it comes to the humble G n T, you can construct your own at PTMY. The menu states: "Pick from a list of over 50 gins, marry with a tonic and finish with your favourite garnish..."

So it's still a G n T - just one step beyond.

Keeping it Simple

Even cocktails don't have to be complicated. Katerina Podtserkovskaya, marketing manager of Gordon's WE, Diageo says: "Cocktails are an exciting way for consumers to enjoy gin. Not only do they drive frequency of purchase amongst existing gin consumers but also attract new younger gin consumers. Increasingly, consumers are looking for more exciting and flavoursome drinks using gin, not only the traditional gin and tonic drink, so cocktails provide something new and different."

80% of gin may well be drunk in the traditional G n T, but today's drinker is an adventurous animal, always on the lookout for something new and special. Tempt them with a simple twist on the G n T. Try a G n T with a splash of elderflower cordial or grapefruit juice, or spiked with ginger ale for a spicy variation on the theme.

There's no need to leave all the creativity to the distillers - get inventive and ginspire your customers

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Interesting Gins

Adnams

40-48%

Distilling only started in 2010 and the two gins, Copper House and First Rate, have been both critically acclaimed and extremely popular, Copper House earning both the Gin trophy and an Outstanding Gold award at the IWSC 2013. Made with 100% East Anglian Malted Barley.

Adnams 01502 727200

www.adnams.co.uk

Bombay Sapphire

40%

This is the one that got the whole premium gin wagon rolling, and its distinctive blue bottle is eye-catching on the back bar. Made with 10 botanicals it should be served with fresh lime (not lemon, as it has a perfect balance of lemon from the peel used during distillation). Best served in a branded Copa glass - with 95% of flavour coming from your sense of smell, the shape allows the aromas from the botanicals to linger in the glass offering consumers a more intense, fuller flavoured experience. The stemmed design and capacity for ice not only keeps the liquid cooler for longer, it has the same visual impact as the brand's iconic blue bottle.

Bacardi Brown-Forman 01962 762100

www.bombaysapphire.com

Boodles

40%

Created by the Boodles Gentlemen's Club in 1845 so rumoured to be Churchill's gin of preference. An unusual and subtle premium gin, with understated juniper notes and no citrus, the botanicals angelica, caraway, coriander, nutmeg, rosemary, and sage giving it a unique aroma and taste.

Proximo 020 7489 6410

www.boodlesgin.com

Botanist

46%

A small-batch, artisanal gin from the Hebridean island of Islay, renowned for its fine whiskies. The nine classic gin botanicals are combined with 22 locally foraged plants. The result is a silky smooth liquid with subtle juniper but a distinct, and distinctly unusual taste of the Scottish isles.

Bruichladdich 01496 850 190

www.bruichladdich.com

Chase

40-48%

A range of gins including Williams Elegant, Williams GB and Seville Orange. Uniquely distilled from cider, bring out the delicate apple notes with a slice of apple as garnish.

Chase 01531 670 049

www.chasedistillery.co.uk

Gin Mare

42.7%

Pronounced 'Mar-Ray' this super premium Spanish gin is created from typically Mediterranean botanicals such as olives, basil, rosemary and thyme, as well as the more usual juniper, coriander, cardamom and citrus. This gives it a smooth almost oily texture and an unusual flavour profile, dominated by rosemary and thyme.

Global Premium Brands 00 34 949 277 169

www.ginmare.es

Gordon's

37.5%

Established in 1769, and made to a secret recipe that gives it a strong juniper and citrus character. A recent extension is Crisp Cucumber, which is Gordon's Gin blended with cucumber flavouring and designed to be mixed with tonic. Also available is a Sloe gin at 26%.

Diageo 0845 7515 101

www.gordons-gin.co.uk

Hayman's**40-57%**

A range of gins created by Christopher Hayman, the great grandson of James Burroughs, the creator of Beefeater. The London Dry recipe consists of ten natural botanicals handpicked from around the world to create a fresh crisp and elegant flavour, while Old Tom is lightly sweetened and an authentic recreation of the traditional gin dating back to the 18th century. 1850 Reserve is aged for 3 to 4 weeks in whisky barrels, replicating the gin that was served in London's Gin Palaces in 1850 and the recently launched Royal Dock is Navy strength gin, bottled at 57%, reflects the strength required to enable gunpowder to still light if the gin were spilt on it! The Hayman's stable also includes a sloe gin and a gin liqueur.

Love Drinks 0207 501 9630

www.lovedrinks.co.uk**Hendricks****41.4%**

A most unusual gin, distilled in Ayrshire, Scotland and made in miniscule batches of 450 litres. The odd yet marvellous addition of cucumber and rose petals delivers a wonderfully refreshing gin with a delightfully floral aroma. The quiriness of the spirit is matched by that of the bottle design and the curious marketing activities of the brand.

First Drinks Brands Ltd 01256 748200

www.hendricksgin.com**Martin Miller's****40-45.2%**

Using only Icelandic spring water, renowned for its clarity and purity, Martin Miller's uses a traditional distillation method with a modern twist. Made from two distinct and different distillations, one includes the juniper berries and the other 'earthier' botanicals, the other comprises the citrus element.

Reformed Spirits 7352 8697

www.millersgin.com**No 3****46%**

An exquisite gin that will delight connoisseurs. Developed with the help of a panel of gin lovers, writers and experts, led by Dr David Clutton, one of the world's leading distillation authorities. With juniper firmly at its heart, this is an archetypal London Dry gin in the highest tradition. Proving that less is most definitely more, this superb gin uses just 3 fruit botanicals (Juniper, Orange & Grapefruit peel) and 3 spices (Angelica root, Coriander seed and Cardamom pods) to create a refined and characterful gin.

Berry Bros. & Rudd Spirits

www.no3gin.com**Plymouth****41.2/57%**

Unlike London Dry which can be made anywhere, Plymouth gin can only be produced in Plymouth. A slightly sweeter style due to the use of more root botanicals, it is based on an original recipe and distilled on a 160 year old still using only grain spirit & soft Dartmoor water. Navy Strength is an intense bold gin, with juniper very much to the fore - a gin for gin lovers

Pernod Ricard UK 020 8538 4484

www.plymouthgin.com**Sacred****40%**

A unique, hand crafted gin made in Highgate, London, Each of its twelve organically sourced botanicals - including fresh cut citrus, juniper, cardamom, nutmeg and a type of frankincense called *Boswellia sacra* - are macerated with the highest quality English grain spirit and then distilled separately in glassware under vacuum, rather than the traditional pot stills. This process is responsible for the distinctively lush, fresh character of Sacred Gin.

Sacred Spirits 0208 340 0992

www.sacredspiritscompany.com**Sipsmith London Dry****40%**

Hand-crafted small-batch gin made with the pure water of Lydwell Spring, one of the sources of the River Thames. Made using 10 carefully selected botanicals from around the globe: Macedonian juniper berries, Bulgarian coriander seed, French angelica root, Spanish liquorice root, Italian orris root, Spanish ground almond, Chinese cassia bark, Madagascar cinnamon, Sevillian orange peel and Spanish lemon peel.

Sipsmith 020 8741 2034

www.sipsmith.com**Sloane's Gin****40%**

Unashamedly inspired by the great gins of the past, when gin had the wonderful influence of juniper and didn't have to worry about being 'cool'. Made from individually distilled botanicals and whole fresh citrus fruits, Sloane's has won a host of high-profile awards including Best Gin, Best White Spirit and Double Gold at the San Francisco World Spirit Competition 2011.

Toorank 01865 343395

www.sloanesgin.eu**Tanqueray London Dry Gin****43.1%**

A complex multi-layered combination of botanicals – the finest, refreshing Juniper, peppery Coriander and aromatic Angelica - the rest are a secret. Tanqueray London Dry has an elegance and balance that sets it apart from the rest. No. Ten is made in very small batches, using only the highest quality distillate. Fresh oranges, limes and grapefruit add the citrus notes while Chamomile flowers create the signature velvety mouth feel

Diageo 0845 7515 101

www.tanqueray.com**Whitley Neill****42%**

The heart of Africa distilled. A handcrafted gin of exceptional quality. Distilled in small batches this is an inimitable, award-winning gin that skilfully blends & balances rare African botanicals and unusual aromatics, to create an enigmatic experience to savour. Slightly softer than more traditional gins and very smooth with rich juniper and citrus, pot pourri and exotic spices. The finish is a long one with a subtle fade of herbs, cocoa and candied lemon peels, while the nose is both citrusy sweet and peppery, with a distinctive floral aroma.

Halewood International 0151 480 8800

www.whitleyneill.com



Spirits Reign As Pubs Pour

The Spirit Preview

Nigel Huddleston sees spirits as the OnTrade's versatile star turn - the winner of X Factor, Turner Prize and Masterchef all rolled into one.

The spirits sector has it all - crowd-pleasing big brands, artfully-packaged luxury products and an inventive streak that brings a constant stream of creativity, not just from brands but from the bar staff who deliver the finished drinks.

The total OnTrade spirits market rose by 9% to break the £5 billion mark in the year to August 2013, according to CGA figures. Roy Summers, of First Drinks, says: "Spirits are now the number one sub-category in the entire drinks market, ahead of standard lager, accounting for 18% of total value sales."

Flavoured vodka, gin, rum and liqueurs are all enjoying growth thanks to the boom in long mixed drinks and cocktails, while sipping spirit categories like Cognac and Whiskies are also firmly on-trend. The one thing they all have in common is premium credentials.

Leanne Davidson, at Bacardi Brown-Forman Brands, believes this is because drinkers are becoming more discerning. "People may be short of money but spirits are still seen as a relatively inexpensive treat in comparison to other larger priced items like electronic goods or holidays. Consumers are prepared to pay more for premium spirits that can be savoured and enjoyed."

Pernod Ricard UK's Ian Peart also sees more consumers seeking out premium spirit brands.

"Premiumisation has been a key trend in the OnTrade spirits market, with premium spirits representing 42% of market value," he says. "We attribute this trend to consumer willingness to trade up to celebrate a special occasion, as well as premium brands' increasingly creative marketing campaigns that appeal to a wider audience."

Summers at First Drinks agrees that premiumisation is the single biggest macro trend in spirits and that higher priced brands need more attention paid to presentation over the bar.

"As part of the drinking experience, consumers are also increasingly conscious of how their drinks should be served," he says. "Getting the serve right drives loyalty and profit, with over half of consumers saying that they wouldn't return to an outlet if the serve was not up to their standard."

Talking Tequila Up

And it's not just the traditional premium categories - Tequila is moving away from slammers towards cocktails and sipping as boutique brands gain listings, and consumers discover that there is so much more to the spirit than shooters and shots - the best tequilas can be compared to a fine cognac.

Leading Tequila brand, Jose Cuervo, is repositioning itself in the UK



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market after a change in distribution from Diageo to Proximo Spirits, an independent company that will be able to assert the brand's family ownership as well as its Mexican heritage.

"Tequila's been an under-valued category and we want to help the trade make more profit from it," explains MD Dave Steward.

"The basis of a lot of it is education. People have grown up with Tequila as the shot drink of choice, but in Mexico its drunk sipped on the rocks or in long cool drinks."

"The introduction of new flavours has successfully drawn drinkers into dark spirits segments such as golden rum and imported whiskey, traditionally viewed as spirits for an older audience"

Proximo plans include reviving the world's most popular cocktail - the Margarita, moving in on the UK's bestseller - the Mojito, with a Pink Tequila version, and the creation of a signature Paloma serve, with grapefruit juice, soda and a salt rim.

And if your customers still want to slam it, give them a bang up to date serve with chilli and lime.

Innovation

Diageo has driven innovation in flavours, with its support for the Smirnoff range - recently bolstered by the high profile launch of the gold flake-laced Smirnoff Gold - and Gordon's Crisp Cucumber.

Summers at First Drinks notes: "Drinkers are increasingly interested in new flavour profiles and experiences, which has been met by a range of new line extensions from existing brands in the OnTrade.

"Research shows 80% of innovation over the last three years has been across flavour and the introduction of variants from brands."

The long overdue emergence of flavoured vodka from the shadows in the UK market has been followed by similar product development in other categories.

Bourbon is a notable example with both Jim Beam and Jack Daniel's bringing honey variants to the UK and Beam introducing introduced the cherry-flavoured Red Stag.

"Tequila is moving away from slammers towards cocktails and sipping as boutique brands gain listings, and consumers discover that there is so much more to the spirit than shooters and shots – the best tequilas have been compared to cognac"

The innovation well from the States shows no sign of drying up in 2014, with Beam recently introducing Jim Beam Maple and a cider-flavoured version of Red Stag in North America, developments worth UK operators keeping an eye out for next year.

Davidson at Jack Daniel's supplier BBFB, says: "The introduction of new flavours has successfully drawn drinkers into dark spirits segments such as golden rum and imported whiskey, traditionally viewed as spirits for an older audience and seen as less accessible than white spirits.

"Sweeter flavours often appeal to a young adult demographic, driving relevancy among a new audience and recruiting new drinkers in both the brand and category."

Flavours

Flavours also offer bar staff and drinkers the opportunity to stretch their imaginations and explore interesting new serves.

Peart says: "Flavoured vodka represents a small but increasingly attractive opportunity in an otherwise saturated vodka category, partly due to the role it can play in cocktails.

The Absolut flavours range can put a spin on a classic offering that can be promoted on blackboards, cocktail lists and through promotions over the whole year."

Peart says that CGA data shows that 87% of consumers say they drink cocktails, adding "On average, mainstream cocktail stockists sell 36% more spirits than non-cocktail equivalents, providing a significant profit opportunity for licensees who offer cocktails."

Good Looking Liqueurs

Interest in cocktails has also boosted liqueurs, giving new leases of life to long-standing brands and opportunities for new ones

Davidson explains: "TV shows such as *Man Men* and *Boardwalk Empire* have resurrected the vintage glamour and sophistication of classic cocktails and drink serves as people are inspired by the culture that they see in these programmes."

But the appeal of liqueurs goes way beyond their use as a cocktail ingredient, "Seasonal occasions also put luxury liqueurs top of mind as they are often seen as a drink of choice for dinner occasions, social gatherings and indulgent relaxing moments with friends and family," she says, and BBFB has seen a 36% value increase in Chambord sales in the past year.

Summers at First Drinks agrees that "non-cream liqueurs have witnessed significant growth" with cocktails, long drinks and simple serves driving sales of brands including Disaronno and Cointreau.

Gin is It

The G&T revival is led by premium and luxury brands, and Davidson says Bombay Sapphire has had success with its branded balloon glassware and an ultimate gin and tonic serving strategy. "UK consumers are becoming more aware of the different botanicals used in gins and the effect they have on the flavour profile."

"Getting the serve right drives loyalty and profit, with over half of consumers saying that they wouldn't return to an outlet if the serve was not up to their standard."

This has led to a host of small-batch, boutique brands such as Whitley Neill, The Botanist, Boodles and the German brand Monkey 47 - named for the number of its botanicals.

But Summers sees signs of some rationalization in gin. He says: "Although gin continues to boom, many brands have now left the market as bartenders establish a core range of around five to eight gins, each differing in flavour and taste."

Future Proof

There's no reason to think that the wheels are going to come off the spirits bandwagon in 2014.

"We'll continue to see consumers place increasing importance on provenance," says Davidson. "We've seen a rise in the number of small batch gins and craft ales hit the market, which are growing in popularity as drinkers look to track the origins of their food and drink.

"We believe this will impact the category as a whole with consumers taking more time to look at the quality and heritage credentials of the brands they're purchasing, and the cocktail culture will filter down to the mainstream, leading to a demand for well-priced and well-made drinks for a more everyday market."

Share Serves

Peart at Pernod Ricard believes share serves will be another important trend in 2014, work it began last summer with a range of serves across Absolut, Beefeater, Havana Club and Malibu.

"The simple serves were supported with POS that enabled licensees to capitalise on the profit opportunity of cocktails," he says. "The share serve is an on-going trend that will continue into 2014."

"87% of consumers say they drink cocktails...On average, mainstream cocktail stockists sell 36% more spirits than non-cocktail equivalents"

Summers at First Drinks agrees that style of serve will be an important trend in 2014. "Innovative serves are a key profit driver for the OnTrade with more than two thirds of consumers willing to pay more for a unique serve. We have serve strategies and rituals for a number of brands including The Balvenie, with its Dipping Dog serve, and the Disaronno Sour."

It seems that, in the pursuit of customers and profits, the OnTrade has plenty more inspiration and innovation to look forward to in 2014. It's your round...





Give It Your Best Shot

Party Spirits

The growth in spirits isn't confined to sniffing, sipping and swirling - the shooting stars of the shot sector shows that plenty of consumers are looking for a more uptempo drinking experience.

Spirits are soaring in the OnTrade, and one of the fastest growing brands is Jägermeister, whose sales rose by a fifth in the year to August, according to CGA.

Now the third largest spirit brand in the OnTrade, the herbal liqueur's sales have been driven by the near-ubiquitous Jägerbomb, but it's also increasingly popular as a stand-alone shot. The huge success of the dedicated tap machine has generated extra sales for bars that install it, and has achieved such an iconic status that people have even bought them for home use.

Rival herbal brands, among them Global Brands' Jungfrau and Intercontinental Brands' Messer Schmitt, are also seeing increased sales

ICB national account manager, Wade Upton says the category has moved out of a niche position and into the mainstream. "Over the past five years the "Bomb" serve has become a staple of the on-trade, especially in young people's venues, late night operations at the weekends and on student nights throughout the week," he says.

"There's no sign of it running out of steam at the moment, though trends come and go and new ones do appear very quickly in the on-trade, the way RTDs did in the 1990s and over ice cider in the 2000s. But there's no reason to think the "Bomb" will go away over the next few years."

Upton believes the popularity of the Bomb has opened up opportunities for alternatives to the market leading brand. "Buyers in pub and bar chains are realising that they can maintain their cash margin by using credible value alternatives such as Messer Schmitt on promotional nights or offer consumers a more attractive finished drink price to help drive footfall," Upton says.

It's not just Bomb serves where herbal drinks are picking up sales either. "We're seeing people drink Messer Schmitt as a standalone shot as well as being used in cocktails," he says. "It's a very versatile drink."

Upton adds that ICB is seeing similarly broad usage for other shot brands such as Sourz, and ICB's own Cactus Jack's range.

"Cactus Jack's can be drunk as a shot, used in a cocktail or consumed long in a mixed drink with lemonade," says Upton who notes the importance of the drinking ritual and rounds in shot consumption.

"There's no doubt that at the start of a high-tempo night there will be people buying a round of shots to drink with friends," he adds, "and that's why for a lot of operators the multi buy promotions work very well as long as they adhere to them responsibly and are very clear with the consumer what they are offering."

It's hard to believe, but there are still pubs ignoring this dynamic category. Shots are no longer the sole preserve of YPVs, and even food-led pubs are seeing a demand. After all, at the end of a fabulous meal, who's got room for another beer?

Go on, give them a shot!



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- > A handcrafted blend of herbs, spices and fruit flavours, which deliver a bitter - sweet taste, distinct aroma and fierce bite
- > Serve ice cold or with a mixer

Messer Schmitt is out-growing the Herbal sub-category and total Non-cream liqueurs by both volume and value*

*Source: Nielsen Liqueurs and Speciality Drinks report 17/08/2013



icbrands.co.uk | drinkaware.co.uk

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Hot Shots

After Shock Liqueur 30%

Striking flask style bottles, each flavour has its own unique dual hot and cold taste sensation. Available in 5 flavours and used as a shot or served over ice with cola or an energy drink, Maxxium also suggest a range of 'shocktails' for each variant.

Maxxium UK 01786 430500 www.mixxit.co.uk

Cactus Jack's Flavoured Schnapps 15% abv

An exciting and highly colourful Schnapps drink to enjoy straight. There are many flavours in the range: Apple Sour, tasty Cherry, fruity Blackcurrant, spicy Blue Chilli, zingy Kool Kola or the two newest Cactus Jack's flavours – luscious Jaffa Cake and fiery Ginger. Also perfect as a long drink with lemonade or cola over ice

InterContinental Brands 01642256154 www.icbrands.co.uk

Fireball Liqueur 33%

A cinnamon & whisky liqueur is a versatile spirit with a range of signature serves.

Hi Spirits 01932 252100 www.hi-spirits.com

Jagermeister Liqueur 35%

Distinctive herbal liqueur from Germany, based on a unique and secret recipe of 56 herbs, roots and spices. A massive hit in many top bars and music venues, there is a 'Jager Tap' which chills 3 bottles to -18 degrees.

Cellar Trends 01283 217703 www.jagermeister.com

Luxardo Sambuca 38%

A range of premium sambucas including Original as well as black, cream, cranberry, pomegranate, spiced apple and raspberry. Designed to be drunk as long drinks, cocktails and layered cocktail shots – or shotails.

Cellar Trends 01283 217703 www.luxardo.it

Messer Schmitt Herbal Schnapps 22%

A handcrafted, secret blend of many herbs, spices and fruit flavours combined to give our unique recipe its bitter-sweet taste, distinct aroma and fierce bite. Messer Schmitt can be served on its own ice cold or with a mixer (eg: energy drink) over ice

InterContinental Brands 01642256154 www.icbrands.co.uk

Soiree Liqueur 17.5-22%

Coffee or Amaretto Espresso flavours, can be used as shots, or as an after dinner drink - great with coffee especially espresso. Alternatively, pour into a tall glass over loads of ice and add cranberry juice or cola and a slice of lemon .

InterContinental Brands 01642256154 www.icbrands.co.uk

Sourz Special 15%

Billed as the Brilliant Tasting Shooter and one of the fastest-growing spirits brands in the UK. Sourz vibrant colours and brilliant fruit flavours feature popular flavours such as Apple, Blackcurrant, Cherry, Raspberry, Tropical and the recently added Mango, as well as a limited edition Toffee Apple.

Maxxium UK 01786 430500 www.mixxit.com

Tuaca Liqueur 35%

Based on fine cask-aged brandy, with a blend of vanilla & orange essences, this Italian liqueur can be enjoyed on the rocks, as a chilled shot, in coffee or cocktails.

Bacardi Brown-Forman Brands 01962 762 100 www.tuaca.co.uk

Xambuxo Liqueur 22%

An aniseed flavoured drink with 5 flavours; Original, Black, Cherry, Blackcurrant and new Raspberry, perfect on its own or with an espresso.

InterContinental Brands 01642256154 www.icbrands.co.uk

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Britvic Soft Drinks is the UK's largest supplier of soft drinks to the licensed trade¹ and is dedicated to creating and building brands such as Fruit Shoot, Robinsons, Tango and J₂O into household names.

Operating in the leisure market, it is the largest supplier of branded still soft drinks¹ and the number two supplier of branded carbonates¹. Britvic offers its customers a portfolio of soft drinks to meet every consumer occasion and need and has a strong track record of delivering successful innovation.

¹ CGA brand index, total on premise, volume sales 52we 10.08.2013



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Serve Them Right

Soft Drinks Preview

As more people are drinking more soft drinks, on more occasions, there's never been a better time to turn your soft options into hard cash

Soft drinks have come a long way since their days as a 'distress' purchase, and are now an active choice for daytime socialising, networking and meetings. The long, hot summer of 2013 certainly boosted sales, but the long term trend is in their favour too.

CGA Strategy reports an increase in café bar-style venues competing for business in the OnTrade: open for longer hours - including daytimes - and serving a diverse range of soft drinks, hot and cold, alongside their alcohol ranges. At the same time, BBPA figures showed a 3.3% fall in UK alcohol consumption in 2012, which

is now at the lowest level since the turn of the century. An increasing number of people are permanently teetotal, while even more abstain temporarily whether due to pregnancy, health or lifestyle choices – and while working lunches are still an important part of many businesses, the boozy ones of the past are rare.

In the face of these trends, it would be a brave operator that didn't take a long hard look at their soft options to make sure they are picking up the slack where beer sales are dropping off.

However, there are also challenges. An uninspiring soft drink can seem like very poor value for money, and to make the most of the opportunity as much care should go into delivering a great drink as any other product.

A Glass of its Own

Presentation is key; plenty of ice, served in a stylish - preferably branded - glass, topped with an appropriate fresh garnish. All little things in themselves, but they make a huge difference to the perception of value.

"Cash-strapped consumers going out less often, but expecting more when they do, has increased demand for premium options across all drinks categories"

Coca-Cola Enterprises emphasises the perfect serve: pouring Coca-Cola over ice and lemon into a Georgia Green glass or serving in the Contour glass bottle. The company recognises the importance of serve quality in driving sales, and has developed ACE, an online training and accreditation scheme, developed and provided in conjunction with CPL, which is free to licensees and their staff, and when completed entitles the venue to display a plaque to let customers know they can expect a good quality soft drink.

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Great Expectations

Another challenge can also be an opportunity for the OnTrade. The 'treat-spend trend', or 'big night out' effect, which sees cash-strapped consumers going out less often but expecting more when they do, has increased demand for premium options across all drinks categories.

Nigel Paine, GB commercial director for Out of Home at Britvic, says: "In the continued age of austerity, consumers remain price conscious, demanding added benefits, innovative products, better experiences, more variety and higher quality at all times."

Even as the economy improves and pub visits increase, the consumer is not likely to lower their expectations.

"Presentation is key; plenty of ice, served in a stylish - preferably branded - glass, topped with an appropriate fresh garnish. All little things in themselves, but they make a huge difference to the perception of value"

Something Special

With this in mind, Britvic has launched J20 Late, offering bars a cocktail mixing solution aimed firmly at party-style occasions. Each of the cocktails is quick and simple to make, mixing a J20 flavour with a spirit and other standard ingredients. The catchy cocktail names include Late Night Spice, Late Night Passion, and Late Night Sin, and are backed by a full staff training kit, including recipe cards, POS, and branded pitchers and glasses.

Dave Turner, trade communications manager at CCE, says: "There are a number of ways in which licensees can encourage consumers to trade up to premium soft drinks." He cites HIM! research which shows that 83% of customers would appreciate a more interesting recommendation, with 18% then likely to trade up to a more premium drink if suggested by staff. The research also shows that

9% would actively like to see drinks recommendations to go with the food on the menu.

“We still find that soft drinks are often under-represented on outlets’ menus and we are working with customers to help them understand the benefits. We know it helps to increase sales.”

The company has also developed a range of cocktails and mocktails for its Appletiser brand. These include the Cosmotizer, which combines Red Grapetiser with vodka and Triple Sec, and the Apple-Mint-Tiser, which adds fresh mint leaves and cloudy apple juice to Appletiser

Zeo Shakes Up Soft Drinks

In light of declining alcohol consumption, “the OnTrade is looking for innovative products to replace it,” says Martin Hall. “We think we’re in the right place at the right time.”

With a background in marketing that includes stints at Walkers, Coca-Cola, Kraft Foods and Premier Foods, Hall has a good insight into what consumers are looking for, and what was missing from the marketplace.

He founded Freedrinks at the end of 2012, and the company launched its first product, Zeo, in May 2013. Available in three varieties - peach & grapefruit favoured Burst, citrus flavoured Crush and lime flavoured Zest - each 275ml bottle has less than 60 calories. The range of botanicals in each variety is designed to make



Zeo as appealing to adults as alcohol, and is sweetened only with stevia, the natural calorie-free alternative to artificial sweeteners.

Hall cites increasing consumer concern about the quantity of natural sugar in fruit juice as one driver of the need for a new wave of innovation in soft drinks, alongside a “ripple effect” from the horsemeat scandal which has made people more aware than ever of the ingredients used in food and drink products.

“We’ve got a consumer that is looking to reduce their sugar intake and we’ve also got a consumer that doesn’t like artificials.”

drink good.
feel good.



 100% NATURAL INGREDIENTS

 NO ADDED SUGAR LUMPS

 1 OF YOUR 5 A DAY



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Opportunity on Tap

Beyond these factors, Zeo specifically fills a slot in the OnTrade not currently met by other brands. Hall quotes research commissioned by HIM! which shows that seven out of ten consumers who order tap water in the OnTrade do so because there are no soft drinks which appeal to them.

“When I go into a restaurant or pub, I can tell just from body language who’s driving and who’s not drinking. Their shoulders droop or they just look really disinterested.”

The increased revenue for operators if just one in those seven orders for tap water switched to Zeo “would make a heck of a difference to the bottom line, so this isn’t about trying to compete with other soft drinks, this is about just trying to get consumers to ask for one less tap water.

“Most of those who try it say they’ll have it again, so I think we’ve got the flavour profile right” The Yo Sushi chain has listed Zeo, and the group’s head chef believes the less sweet flavours complement its food better than existing soft drinks. “I think people who like Zeo are used to a savoury experience, and don’t want a ‘dessert’ forced on them. You wouldn’t do it with food, yet we do that every day with soft drink options.”

Zeo launched a limited edition Tingle Bells flavour for Christmas 2013, and “we’ve got more limited editions coming next year that I know will surprise the soft drink category.” Hall also promises further brand launches. “There’s more to Freedrinks than just Zeo.

I wouldn’t see adults as the only opportunity. I think lack of innovation is a challenge to the whole soft drinks category.”

Feel Good Factor

Also benefiting from the long term trend towards healthier drinks, Feel Good Drinks are now appearing in many more bars, pubs, restaurants and hotels than ever before. The healthy juice drinks company has grown strongly in recent years and is now investing in a new premium 275ml bottle for the OnTrade.

“Research commissioned by HIM! shows that seven out of 10 consumers who order tap water in the OnTrade do so because there are no soft drinks which appeal to them”

With a range of still & sparkling juice drinks made with 100% natural ingredients and no added sugar, Feel Good Drinks has become one of the fastest growing brands in the OnTrade sector. Each 275ml bottle also provides 1 of your 5 a day, making Feel Good a healthy alternative to juice drinks which are made with spoonfuls of added sugar.

The range has performed well in many established pub groups including The Orchid Group and Young’s. Feel Good Drinks are also performing particularly well with food, leading to recent listings in a number of high profile groups including Whitbread restaurants, Mitchell & Butlers and Peach Pubs.

Steve Cooper, co-founder of Feel Good Drinks comments, "We've been delighted by how quickly our 275ml range has grown in the OnTrade. Our customers have recognised the opportunity to grow their business by offering healthier drinks which appeal to a broader range of consumers.

Choices of soft drinks in the OnTrade has traditionally been relatively restricted, but there's a major change as pubs, bars, restaurants and hotels follow the trends in other areas of the market by moving to natural, more refreshing drinks such as ours. Specifically consumers are getting wise to the amount of sugar added to other well known juice brands and are looking for healthier drinks such as ours which have absolutely no added sugar and offer 1 of your 5 a day".

Fruitful Frobishers

Frobishers, renowned for their 'not from concentrate' juices has also been gaining OnTrade listings with operators wanting to offer their customers a premium quality drink.

The company has supplemented the juice range with three Fusion varieties - Orange and Passionfruit Apple and Mango and Apple and Raspberry - which combine juice flavours with water to create a lighter, refreshing alternative to pure juice. Frobishers also offer a selection of mocktail recipe suggestions.

Steve Carter, sales and marketing director, says; "Operators are better understanding the role that premium soft drinks can play in the drive for increased margins and customer satisfaction.

"The mocktail recipe range demonstrates how a little creative flair and flavour mixing can create new revenue opportunities and we offer these recipes together with whatever training and support is required.

"There's a tendency for operators to demote soft drinks to lower fridge shelves, but by moving them higher up to give them prominence, they're more likely to catch the eye of the customer and prompt questions. Be proud to recommend premium, non-alcoholic drinks to your discerning customers."

Mixed Messages

General consumer concerns about health have certainly put the soft drinks industry under pressure to offer alternatives to sugary drinks. However, while healthier soft drink options are an increasing driver of consumer behaviour, in the OnTrade this needs to be tempered with the reminder that the primary reason people go to a pub or bar is to have a good time. There has been plenty of focus on the health benefits of coconut water, but Jane Gottschalk, founder of the Jax Coco brand, happily acknowledges that she also enjoys it mixed with a shot of rum.

"Jax Coco has shown it is a product suitable as a variation on bottled mineral water with a meal, a refreshing soft drink, and a delicious mixer with spirits, and has been very popular as a versatile product for bars, restaurants and pubs." The recent launch of a sparkling variant has also helped to grow on-trade sales.

Taste the Original Fruit

**without having to
Concentrate**



You could say that most fruit juices leave a little too much to the imagination. Vacuumed and vapourised with aromas added in later, they are quite removed from the original fruit flavour. Frobishers fruit juices, fruit smoothies and juice drinks are made from perfectly ripe fruit that is simply squeezed, pressed and bottled. No concentrates. Nothing artificial. Just fruit juice that's as deliciously true to its origins as possible.



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Energy Stars

The fastest growing soft drinks category in the ontrade, according to CGA, is another great mixer - Energy.

Once a one-horse race, with Red Bull the only brand giving the category wings, but as the size of the opportunity has grown so has the competition.

“Energy drink consumers are the biggest spenders in the OnTrade”.

Red Bull is still leading the field, and Sebastian Vettel driving the Red Bull car to yet another Formula One championship win isn't going to harm that position - nor will any of the brand's other high energy sport or music sponsorships.

The success of energy drinks is good news for operators, as Red Bull points out: “Energy drink consumers are the biggest spenders in the OnTrade”.

With this level of excitement it's hardly surprising that there are several new kids on the block – most notably Monster and Kick - all vying for the attention of vodka serves and 'bombs', but the occasions for drinking them is also increasing and the opportunity to expand sales by improving the versatility of energy drinks clearly appeals to brand owners.

Red Bull's Red Edition (cranberry), Silver Edition (lime) and Blue Edition (blueberry), have enabled operators to both increase the range of spirits served with energy drinks, as well as offer a wider variety of energy-based cocktails.

Also innovating on flavour is Monster Energy, which has added the Monster Assault variant to its 260ml on-trade only range. The brand sees more opportunities for energy brands in pubs and bars as demand for alcohol-free drinks grows, with its juice flavoured Monster Ripper and coffee flavoured Monster X-Presso varieties popular in outlets with higher food sales.



A Tonic for Gin

The boom in sales of premium spirits and cocktails has inspired more soft drinks brands to focus on mixability. Fentimans, producer of 'botanically brewed' premium soft drinks, offers a range mixers in 125ml bottles, including Tonic Water, Light Tonic Water, Ginger Beer and Ginger Ale.

Already known for its cordials and sparkling pressés, July 2013 saw Bottlegreen, now part of SHS Drinks, enter the mixers market with the launch of two new tonic waters. Bottlegreen's Pink Tonic Water combines pomegranate, quinine and elderflower, to add a dash of colour to a classic G&T, while Elderflower Tonic Water features the brand's signature flavour that mixes well with both gin and vodka.

“The boom in sales of premium spirits and cocktails has inspired more soft drinks brands to focus on mixability.”

Both varieties made their debut in Fuller's managed pubs in the summer, with a pairing with Tanqueray Gin promoted on branded chalk boards and through POS.

Simon Speers, managing director of Bottlegreen Drinks, says the new products “bring theatre to the mixer category. They perfectly enhance and augment high-end quality spirits and can also be enjoyed alone as refreshing soft drinks.”

The summer also saw Fever-Tree launch an Elderflower Tonic, expanding its range to 12 naturally flavoured mixers and tonics. Charles Rolls, co-founder and CEO of Fever-Tree, says: “We've recognised the increased consumer demand for quality and variation across the category. We've used local Gloucestershire elderflowers to produce a product that meets the demand for tonic water variations seen by the success of our Mediterranean and Lemon tonics. These can be enjoyed on their own as well as with a spirit.”

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Grown Up Fun

Not all adult soft drinks are aimed at genteel gin drinkers, and there are several fun and funky options available at the top end of the bar

Fentimans, one of the first in this field and famous for their furtling, are the epitome of fun, with an exceedingly British range of retro drinks such as Victorian Lemonade, Rose Lemonade and Dandelion & Burdock. It also includes the more traditional flavours of Curiosity Cola and Ginger Beer.

Fentimans 'botanically brewed beverages' trace their origins back to 1905, and manage to combine this heritage with very contemporary marketing that appeals to consumers seeking quality with style.

The Ginger Master

The roots of John Crabbie & Co. go back even further to 1801, when a ginger beer was brewed in Edinburgh by a local merchant and entrepreneur responsible for pioneering the use of ginger.

Fast forward to 2010 and three ginger beers were launched: Traditional Cloudy, Diet Cloudy, and Twist of Orange. Distinct from, but certainly benefiting by association with, Crabbies Alcoholic Ginger Beer, these proved so successful that they were soon joined by Scottish Raspberry and Cloudy Lemonade.

Richard Clark, Innovation Director at Halewood International comments: "It is important to deliver innovation into the soft drinks market to ensure growth in market value and share. John Crabbie and Co. provides a crafted alternative to mainstream flavours like cola and lemonade which retailers should look to capitalise on as part of the rising trend for nostalgia brands amongst consumers.



"The John Crabbie & Co product is available in a range of formats to suit a number of occasions and is a great way of adding value and choice into a back bar fridge that has lacked soft drink innovation for some time. "

Supported with radio, consumer press, sampling, PR and social media campaigns featuring a tophatted John Crabbie as the Ginger Master, the focus is on the nostalgic crafted flavours and ingredients as well as the brand's heritage.

"There's a tendency for operators to demote soft drinks to lower fridge shelves, but by moving them higher up to give them prominence, they're more likely to catch the eye of the customer"

American Craft Soda

From slightly barking Brits to pioneering Americans, US craft brewers Dominion are sending their sodas to satisfy our thirst for premium adult soft drinks. Traditional Root Beer and Ginger Ale, as well as Black Cherry and Creamy Orange sodas are all made with pure cane sugar instead of high fructose corn syrup. This means they tick the healthy box while having the credentials of a genuine American craft brewer - ideal for bars looking for an alternative soft drinks offering.

All of this activity in the premium sector shows there's a real demand for credible, quality non-alcoholic drinks. Pubs and bars that serve them - and serve them well - might not be keeping all of their customers happy all of the time, but they're probably keeping them from going somewhere else.

The
Ginger®
Master
Est. 1801

Gingerific REFRESHMENT

ASTONISHING GROWTH

John Crabbie & Co. Ginger Beer added the highest amount of value to the category*

SENSATIONAL SUCCESS

Over £1.25m spent on John Crabbie & Co. range in the last 12 months*

CRAFTED SOFT DRINKS

A delicious premium range using a secret recipe combining fruits and real ginger

UNIQUE FLAVOURS

New Scottish Raspberry and Cloudy Lemonade with a Twist of Ginger. A range free from artificial colours and flavours and iconic design



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SOFT DRINKS

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*Nielsen 52wk Nov 12



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Innspired Finance

Money Matters

Why bother with accounts? We know it can be frustrating devoting time that could be spent increasing turnover dealing with paperwork. But the fact is, if these matters are not attended to the consequences can be disastrous.

As well as struggling to gain an accurate picture of your businesses success and being able to portray this to possible or finance providers you will incur hefty fines, have taxes building up and possibly bailiffs at the door to collect estimates of them or even a criminal prosecution.

We strongly recommend employing a qualified accountant, they will be able to guide you through the process step by step and you have the safety of knowing they are answerable to their licensing body should you be unhappy with the service or bills you receive.

We hope this article will give you a basic understanding of

- ▶ Your reporting obligations
- ▶ How much this will be costing you
- ▶ A few practical ideas to lower your tax bill
- ▶ How to avoid some common pitfalls

TRADING IN YOUR OWN OR A COMPANY'S NAME?

Consider this as soon as you decide to go into business. You may trade in your own name (as a sole trader or within a partnership) or that of a company, there are advantages and disadvantage of each.

A company has a separate legal identity, therefore if things go wrong it is the company that has ran up the debt not you. If it is liquidated the debts die with the company. You cannot be chased for any, assuming you have not given personal guarantees or are guilty of wrongful or fraudulent trading.

If losses are made though there are tax advantages to trading in your own name such as being able to reduce any other taxable income in that or the previous year by the value of losses.

If profits are made be aware the standard rate of tax for both companies and individuals is 20%, the big difference though is National Insurance (NI). Individuals pay both Class 2 NI at £2.70 a week and Class 4 NI at 9% on profits from £7,755 to £41,450 and 2% on further profits. There is no equivalent to this for companies.

Additionally individuals may have to make payments on account during the year, companies (assuming they are not deemed large) have nine months and one day from the year end to pay their tax.

HOW MUCH SHOULD I BE SAVING TO PAY MY TAXES?

This is another matter that should be given consideration from the start to avoid accumulating tax arrears that could prevent the business ever being on a stable footing.

The amount will vary from business to business. For instance if you have invested a lot of capital, as tax relief may be available for this

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a smaller amount will need to be saved. On the other hand the VAT may be much higher than for a pub with similar turnover if you offer food and accommodation.

You could discuss the matter with the previous licensee or brewery etc but your circumstances may be significantly different from there's. The most practical solution is to discuss this with an accountant in advance. This way you will then be able to decide what your main tax liabilities will be and how you can budget for them.

Another way of preparing in advance for liabilities is to make sure your yearend records are ready for your accountant as soon as possible after your year end. This will mean you know well in advance how much you will be paying rather than being advised of a hefty liability only a few days before it is due.

HOW DO I REGISTER TO PAY TAX?

First of all you need to decide if you wish your agent to undertake the registration process or if you are confident enough to deal with HMRC yourself.

If you wish to do so yourself visit HMRC's website on www.hmrc.gov.uk or call the following help lines for assistance:

- ▶ VAT 08450 108500
- ▶ Machine Games Duty 03002 003700
- ▶ PAYE 08457 143143
- ▶ Self Assessment 08459 000444
- ▶ Corporation Tax 03002 003410

If you wish your agent to register you it should be a simple case of providing the required information then checking and signing the return. They will then process the application online.

WHAT IF I REGISTER LATE?

Most taxes now fall within the common penalties regime where the penalties for failure to register are calculated as a percentage of taxes not paid due to failing to register as follows:

	Maximum	Minimum Prompted	Minimum Unprompted
Careless	30%	10%	0%
Deliberate	70%	35%	20%
Concealed	100%	50%	30%

- ▶ Careless failure would be if you could argue it was due to genuine oversight
- ▶ Deliberate would be if HMRC could argue the failure was deliberate
- ▶ Concealed often includes fraud i.e. falsifying records to conceal the fact you were required to register

It is beneficial that you register without HMRC approaching you which would be unprompted rather than HMRC finding out and forcing the issue which would be prompted.

Penalties would be at the lower end of the scale if full cooperation with HMRC was shown.

KEY REPORTING REQUIREMENTS – SOLE TRADER OR PARTNERSHIP

VAT

If you take over a going concern you will more than likely have to register for VAT from day one as the business will have in all probability breached the £79,000 per year threshold before you acquire it. If you start the business from scratch you will need to look at registering as you approach that threshold.

Returns and payments are due quarterly, a month and seven days following the quarter end with three extra days to pay if you do so by direct debit.

VAT will be due on all food and drink sold for consumption on the premises and all but the odd snack such as cheese savouries sold for consumption off the premises. It is therefore vital you consider the effect on VAT of serving food. Your VAT bills will be considerable higher as you will be charging VAT on the sale of the food but not claiming it back on the purchase.

VAT schemes

Don't use the cash accounting scheme, here the VAT date of transactions is taken as the date income is received and payment made as opposed to the date of the sale or purchase. This is of little benefit to a pub as income is received as the sale is made; it merely delays claiming the input VAT.

Splitting the pub into a bar and restaurant purely for VAT purposes to avoid VAT on food takings is not a valid scheme. HMRC are aware this has been tried and do not take kindly to such abuses of the rules.

Flat rate scheme

The flat rate scheme may provide savings, here output VAT is charged at the following rates on gross (not net) sales:

- ▶ Pubs 6.5%
- ▶ Hotels or accommodation 10.5%
- ▶ Catering services including restaurants and takeaways 12.5%
- ▶ For both a 1% discount given in the first year

The downside is you cannot reclaim input VAT other than on capital purchases over £2,000.

Unfortunately to apply to be on the scheme your turnover must be less than £150,000 and once you are on must remain under £230,000.

If you are on a fixed profit share agreement ask your accountant to compare the flat rate to the percentage of turnover you effectively pay on a conventional scheme. This should provide a definitive answer as to which method is most efficient.

Annual Accounting

Here VAT returns are submitted annually with nine monthly interim payments made at 10% of the expected liability and a balancing payment or refund after the annual liability is calculated.

Advantages are

- ▶ You get two months after the VAT year end to file your return
- ▶ Only one return a year is required
- ▶ It ensures more even cash flow over the year

But note

- ▶ It will delay receipt of any refunds should they arise
- ▶ If the final liability is underestimated it could lead to a large balancing payment being required

MACHINE GAMES DUTY (MGD)

This is a new tax for 2013. Basically 20% (5% for lower stakes and prizes games) of net fruit machine (pool tables and duke boxes etc are still liable to VAT) takings must be paid to HMRC each quarter.

Remember the license holder is responsible for all the MGD, not just that on their share. If you rent your machine as most pubs do then the supplier will more than likely provide receipts detailing the allocation of takings between the various elements such as rent of machine, suppliers profit share, pubs profit share, VAT payable by supplier, VAT claimable by pub and MGD payable by pub.

There will be a second breakdown of how this is split between the amount taken by the supplier and left on site. The amount left on site will be the pubs share less input VAT they can claim from HMRC plus MGD they must pay over.

PAYROLL – REAL TIME INFORMATION (RTI)

Previously PAYE and NI was deducted from staff on a weekly or monthly basis and paid alongside the employers NI to HMRC on the 19th (22nd if paid electronically) of the next month. Year end payroll returns were then made after the financial year end. The year to 5 April 2014 has seen the introduction of RTI reporting. Here returns must be filed online as staff are paid.

HMRC have stated penalties will not be charged during RTI's first year. However as many pubs will be filing 52 returns a year as opposed to one previously, it is likely that when penalties are introduced next year HMRC will quickly recoup the cost of RTI's introduction.

There is some good news though. A £2,000 per year allowance for all businesses to offset against their employer NI liabilities from April 2014 has been announced.

SELF ASSESSMENT TAX RETURNS

You are probably aware by now your tax return must be filed by the 31 January. All taxable income and tax paid should be included on the return, even if it has been taxed at source. This includes certain benefits such as Job Seekers Allowance and State Pensions.

Generally which financial year end profits fall within is determined by the accounting year end, for example if your accounting year ends 30 April 2012 the profits for all of that year will fall into the financial year to 5 April 2013. There are exceptions to this such as in opening years of the business or if the accounting year end is changed.

Should your total liability by Self Assessment be over £1,000 you must make payments on account of 50% of this towards the following year's liability on the 31 January and 31 July before the tax return is due.

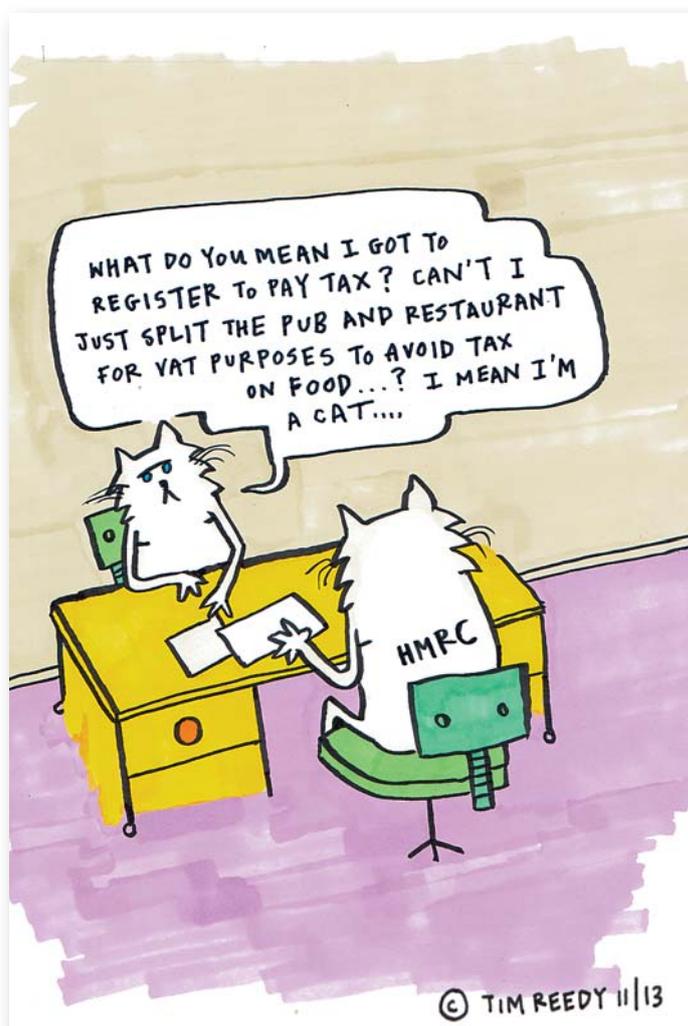
For example if for the year to 5 April 2012 your tax liability payable by Self Assessment was £4,000 payments of £2,000 should have been made towards the liability for the year ended 5 April 2013 on 31 January 2013 and 31 July 2013, the balance being paid on 31 January 2014.

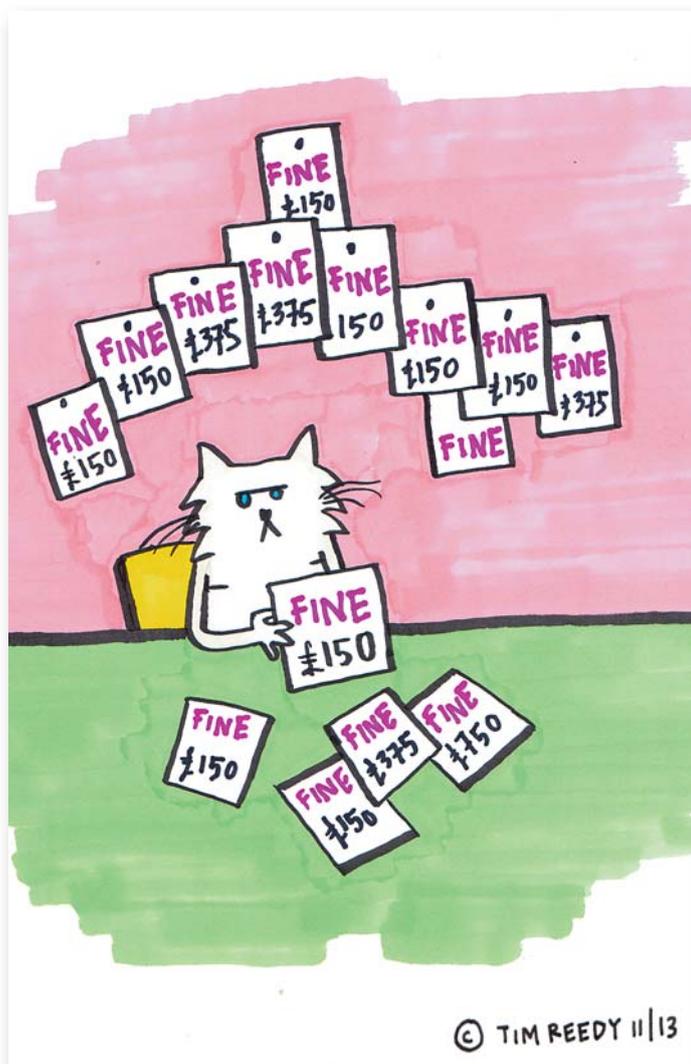
Accounts should be produced to substantiate the figures included in your tax return, although the accounts are not actually filed with HMRC.

If profits are made in the opening periods we would recommend a 5 April year end to avoid overlap profits, overlap profits are the mechanism HMRC adopt to tax the opening periods profits twice. If losses are made a 30 April year end may be more appealing as it provides eleven months extra to file your tax return and make the final income tax payment.

Partnership returns

Partnerships must file a partnership tax return. This will include details such as figures derived from the accounts, details of partners and their share of the profits. The partnership itself will not be liable to tax as the partners are allocated a share of profits and the income tax liability falls on them.





KEY REPORTING REQUIREMENTS - LIMITED COMPANY

For VAT, Machine Games Duty and Payroll see above. Your Self Assessment tax return will contain salary and dividends etc you have drawn from the company as opposed to a sole traders/partners which shows their profits of the business.

With a limited company it is not just HMRC you are reporting to but Companies House as well. HMRC will also require a corporation tax return.

COMPANIES HOUSE

There are two key items Companies House request; the Annual Return and statutory accounts. The Annual Return is a document detailing company information such as the directors, shareholders and company activity etc, it does not include figures relating to the profit and loss account or require calculation of profits.

The statutory accounts required from companies contain more detailed disclosures than those for sole traders or partnerships. Although it is a legal requirement to produce full statutory accounts small companies are not forced to file these at Companies House, they may instead file Abbreviated accounts which contain less information in order to minimise the information available to the public.

In most circumstances company accounts are due nine months after the year end.

CORPORATION TAX RETURNS

Alongside your accounts the corporation tax return will be prepared, both this and the full statutory accounts must be filed online with HMRC. For profits under £300,000 corporation tax will be charged as 20% of taxable profits and is paid nine months and one day after the after end. This return is due twelve months after the year end.

WHAT IF MY RETURN CONTAINS ERRORS?

Most taxes now fall under the common penalty regime similar to that for late registration described above. Again penalties are based on a percentage of taxes not paid due to the error, dependent on its nature i.e. careless or deliberate and if you notified HMRC of it (unprompted) or they uncovered it (prompted) as described above.

HOW MUCH WILL IT ALL COST?

For most pubs there is little need to employ a multinational accountancy firm and pay say £250 an hour for the privilege. However you should bear in mind that the market is not as well regulated as it should be, which is partly why almost 100,000 sets of accounts sent to Companies House are rejected each year. Additionally HMRC have stated a higher proportion of returns filed by agents are adjusted by them than returns filed by individuals on their own behalf. Is it really worth the £200 saving on accountancy fees when you are paying £2,000 NI a year because your accountant is incapable of producing company accounts? Typical fees are as follows;

VAT returns - The fee will vary depending on turnover, generally for one pub you should be looking to pay from £40 to £125+VAT

Machine Games Duty returns - This will vary depending on the number machines you have. It is a relatively straight forward return so should be around £30+VAT a return and rarely over £50+VAT.

Payroll - Prices can start from around £1.00 per payslip dependent on how often the payroll run is performed and the number of staff per run. The more frequent the payroll takes place usually the cheaper the cost per payslip.

Self Assessment tax returns - The cost of these will be dependent on what is included, for example if you let out several properties the time taken to calculate the property profits may push the cost up to say £200+VAT. However for most returns this will not be the case and you should be looking at paying £75 to £125+VAT depending on your sources of income.

Annual accounts - The cost can vary significantly depending on your records, quality of book keeping and turnover etc. For a straight forward set of pub accounts with a lower end turnover you should be looking at roughly £650+VAT and for more complex assignments with a higher turnover this could be up to £1,500+VAT. You should only expect to see charges above this for a single pub with turnover below £500,000 on exceptional occasions.

These fees will naturally vary depending on geographical location; additionally you may be able to reduce them by changes in your record keeping and/or offering payment in advance or promptly on completion as opposed to sometime after completion.

Licensees on profit share agreements should make it clear they are,

as statements are provided showing figures such as income and management fees the time costs of completing the accounts are lower, meaning a stronger position to negotiate fees downwards.

Management accounts - There is no statutory requirement to produce these but they may be requested by finance providers and will provide you with an insight into how the business is doing. Many people will not feel a need for interim accounts, for others they may be a vital in helping them avoid throwing away good money after bad on a business that has no long term viability. The cost will vary depending on your exact requirements. A simple monthly profit and loss account for a lower turnover pub may be £100, quarterly accounts including balance sheet for a pub with a large turnover may be over £250+VAT.

WHAT IF I IGNORE THE REPORTING REQUIREMENTS?

A mixture of fines, penalties, interest, estimated tax liabilities and possible bailiffs and or criminal prosecutions will be heading your way from Companies House and HMRC.

Companies House

For the Annual Return there are no fixed penalties for late filing, if it is not filed Companies House will send reminders, if these are ignored they may strike the company off the public register and or commence criminal proceedings against directors.

If the accounts are late the penalties can be severe, for private companies they are;

- | | |
|---------------------------|--------|
| ▶ Up to a month late | £150 |
| ▶ Up to three months late | £375 |
| ▶ Up to six months late | £750 |
| ▶ Over six months late | £1,500 |

These fines will double if the previous year's accounts were also filed late. Criminal prosecutions may also be pursued.

HMRC

HMRC will as you would expect charge interest on unpaid taxes, in addition penalties will be charged as follows;

VAT

If your turnover is below £150,000 the first time you default (pay or file a return late) you will receive an advisory letter from HMRC. The second time you default or first if your turnover is over £150,000 you will receive a Surcharge Liability Notice meaning you are within the surcharge regime, you must go four VAT periods without default to exit this regime.

Once in the regime surcharges are:

- | | |
|-------------------|---------------------------------------|
| ▶ 1st return late | 2% of the unpaid VAT at the due date. |
| ▶ 2nd return late | 5% of the unpaid VAT |
| ▶ 3rd return late | 10% of the unpaid VAT |
| ▶ 4th return late | 15% of the unpaid VAT |

If those at 2% and 5% are below £400 they will be waived, the minimum at 10% and 15% is £30.

Machine Games Duty

The initial penalty for the late filing of a MGD return is £100, further penalties of 5% of unpaid tax (minimum £300) will be charged when returns become over six and twelve months late. The 5% charges will also increase to 70% and 100% if you are deemed to have withheld information deliberately or with concealment.

The late filing of a return will also mean you enter the penalty period; you will remain within this until you have not defaulted for twelve months. The initial £100 penalty also increases for repeated failures to file on time i.e. second return filed late within the penalty period will attract a penalty of £200, third £300 and the fourth and subsequent returns filed late within the penalty period will attract penalties of £400.

The initial failure to pay MGD on time will not lead to a penalty but instead place you within the penalty period as described above. Once in the penalty period you will be charged 2%, 3% or 4% (depending on number of previous defaults) of the outstanding tax, for failure to pay MGD on time with further charges of 5% of tax unpaid over six and twelve months after the due date for payment.

Self Assessment tax

An initial £100 penalty will be charged, and £10 a day for up to ninety days once the return is three months late. Further penalties of 5% of tax due (minimum £300) will be issued once the return is six and twelve months late.

Late payment will attract penalties of 5% of tax unpaid 30 days, six months and twelve months after the 31 January deadline.

Corporation tax

The initial penalty for filing a return late is £100 with a further £100 charged if the return is over three months late. If you are late filing for three accounting periods in a row the £100 penalties will be increased to £500. Penalties of 10% of unpaid tax will be issued on the return becoming 12 and 24 months late.

HMRC Determinations

Another consequence of not filing returns with HMRC is they may make estimations of what is owed to them, often above the actual liability. These estimations are legally collectible by HMRC in just the same way tax would be had you filed a return. Enforcement action may well be taken if the amount HMRC deems payable is not paid over. The estimation may only be displaced by filing a correct return within the specified time limit.

WHAT RECORDS SHOULD I BE KEEPING?

You should discuss from the start with your accountant what records should be kept and in what manner as the most effective method of keeping track on incoming's and outgoing's will vary from business to business.

For most pubs the key items your accountant will request are:

- ▶ Bank and any loan or credit card statements
- ▶ Cheque stubs

- ▶ Purchase invoices
- ▶ Daily takings list (HMRC may also wish to see electronic sales records or till rolls to verify these figures)
- ▶ Details of other income such as accommodation, machines or rent
- ▶ Payroll records if you not your accountant operate the payroll scheme
- ▶ VAT/MGD workings (not just the returns) should you complete your own returns.

Bank accounts

It will be much easier to produce the accounts (and therefore cheaper) if a clear distinction is made between business and private payments, this will be greatly aided if separate bank accounts for are used for business and private transactions. It will also avoid two pitfalls

- ▶ By using a company bank account for private transactions you risk being indebted to the company, which will attract a 25% s455 charge if the debt is not repaid and
- ▶ By using a private account for business transactions you risk HMRC being within their rights to request access to your personal bank accounts.

Cash transactions

A daily reconciliation of the cash balance will help you keep track of where your cash is going and where you could possibly cut back expenditure. This should include all cash transactions such as payments to suppliers, staff, your own drawings or capital introduced and cash banked.

There are various ways this may be done such as a manual cashbook, electronic spreadsheets or specialist accounting software. Failure to do so may well mean you lose track of where the cash has gone and risk being unable to claim tax deductions for the related payments.

Request that staff sign for wages paid in cash, this will reduce the chance of disputes over unpaid wages.

Invoices should be obtained for all cash payments to reduce the chances of HMRC contesting expenditure cannot be verified and is therefore not tax deductible.

What if payees don't provide invoices?

If payees such as entertainers do not provide invoices the minimum you should obtain is a signed receipts containing information such as their name and address, service provided, date and amount charged as would be included on any other purchase invoice.

Also please note that a card payment receipt is not the same as a purchase invoice, HMRC are within their rights to deny a tax deduction where insufficient evidence that the payment is for business purposes. This will often be the case at wholesalers as they will sell many things that could be for private use.

Stock

HMRC may also wish to see verification of the year end stock figure included within the accounts; obviously a professional stock take

will provide them with increased reassurance.

As well as satisfying HMRC stock takes may also highlight circumstances where actual stock is below the level of stock that would be expected given the level of sales and purchases. This is often down to theft, external or internal to the business. Unfortunately all licensees do need to implement controls to reduce possible theft by staff.

Goods taken for own use

HMRC may well contest an amount of the expenditure you have claimed to be tax deductible actually relates to your personal weekly shopping or drinks you have poured for yourself. For this reason it is advised that as well as keeping invoices and receipts relating to business purchases of food and drink you keep records of private purchases of food and drink that a tax deduction is not claimed for. Do not mix these up with your accounting records though.

That way you will be able to rebut any suggestion you are simply claiming tax deductions on every purchase of food and drink you make regardless of if it relates to your business.

Any food or drink taken from business stocks and not paid for should be noted. HMRC do not deem it acceptable that claims for input VAT are made without the related output VAT on a sale being declared because goods have been removed from the business for your personal consumption. Likewise HMRC would also expect that business profits are adjusted to reflect the value of goods taken for personal consumption.

These records should be maintained for both your stock taker and accountant.

Business entertaining

The cost of free food and drinks given to customers will be deemed to be customer entertainment, therefore it is not tax deductible and the input VAT should not be reclaimed.

The cost of staff entertainment such as free drinks is though tax deductible and the input VAT is reclaimable. There are however restrictions and it is advisable you seek advice.

HOW LONG SHOULD I KEEP RECORDS FOR AND WHAT IF I DON'T?

In general records should be retained for five years after the filing deadline.

Not keeping records will cause your accountant a great deal of difficulty in producing your accounts, this may lead to higher fees and less meaningful accounts that are of reduced benefit in assisting you with decision making.

HMRC may contest that you can not substantiate your expenditure therefore adjust your tax return leading to an increased tax bill.

HMRC may also issue a fine of up to £3,000. In addition as the accuracy of tax returns will be reduced you may receive a penalty for an incorrect return.

OTHER STAFFING AND PAYROLL ISSUES

Own remuneration

If you do not trade through a company you do not take a salary, instead you are able to draw on the profits (or your share of them if within a partnership) without tax consequences. If you trade through a company you will generally take remuneration as salary or dividends.

Casual Staff

HMRC state "You need to send payroll information to HMRC about everyone you employ before or on every payday, even if they only work for a very short time or don't earn much. This includes those earning under the Lower Earnings Limit, people paid just once a year and any temporary or casual staff."

Do not therefore ever pay employed staff cash in hand outside a formal payroll scheme; this is another mistake that can lead to disaster. You will have nothing to substantiate the wages costs meaning HMRC will argue they are basically not tax deductible, which could seriously increase your tax bill. It is obviously illegal; you may well also be assisting in benefit fraud as well as tax evasion.

Student employees

These should be asked to sign a P38, assuming they are not expected to earn in excess of the annual allowance, this will negate the need to deduct income tax. NI will still be due.

Entitlement to work in the UK

HMRC advise that if you're going to employ someone, you must make sure that they're entitled to work in the UK before they start working for you. The UK Border Agency recommends that employers conduct checks on entitlement to work for all new employees to prevent illegal migrant working. A NI is not proof of entitlement to work in the UK. If you don't complete these checks, you could be charged a civil penalty of up to £10,000 per illegal worker.

If as part of these checks you have reviewed the employee's passport, you should make a note of the passport number because you need to include it in the employee's first Full Payment Submission (FPS) to report their payroll information to HMRC.

Self employed staff

Another myth is that somebody can simply declare themselves self employed. While a DJ with many clients is probably self employed a bar maid or chef who works in your pub every Saturday under your supervision is almost certainly not.

Wrongly treating staff as self employed can mean as well as paying the employee gross of tax and NI you end up paying HMRC back dated payroll taxes with penalties and interest.

Employee rights

Obviously a key right of employees is the entitlement to the minimum wage, this is now:

▶ 21 and over	£6.31
▶ 18 to 20	£5.03
▶ 17 and under	£3.72
▶ Apprentice	£2.68*

*For apprentices under 19 or those in their first year.

You should be aware the working time directive provides the following for staff:

- ▶ A rest period every six hours
- ▶ Daily rest of 11 hours per 24 hour period
- ▶ 24 hours uninterrupted rest, on top of the daily rest
- ▶ Maximum average working time of 48 hours for each 7 day period
- ▶ Annual leave of at least 28 days (on a full-time basis) and no payment in lieu except where employment is terminated
- ▶ Maximum eight hours night work in any 24 hour period on average
- ▶ Free health assessments for night workers
- ▶ A principle of adapting work to the worker, with a view, in particular, to alleviating monotonous work and work at a predetermined work-rate'

Should staff be made redundant you will be required to pay:

- ▶ Half a week's pay for each full year you were under 22
- ▶ 1 week's pay for each full year you were 22 or older, but under 41
- ▶ 1 and half week's pay for each full year you were 41 or older

Contracts

These may be written, verbal or implied, implied terms would be ones such as

- ▶ Employees not stealing from their employer
- ▶ The employer providing a safe and secure working environment
- ▶ A legal requirement like the right to a minimum of 5.6 weeks' paid holidays

Obviously legal disputes are less likely to occur if both employee and employer have agreed and signed a written contract that covers matters such as

- ▶ Key dates such as when employment commences and ends if a fixed term contract
- ▶ Probationary periods
- ▶ Job description and expectations of the employee
- ▶ Hours of work and breaks
- ▶ Holiday entitlement
- ▶ Pay and overtime
- ▶ Sick pay entitlement
- ▶ Actions that will result in summary dismissal
- ▶ Notice periods

All employees' contracts should state the businesses policy on disciplinary procedures and employees rights regarding grievances and how these will be dealt with.



Disciplinary procedures

ACAS recommend the following step by step actions on disciplinary procedure:

- ▶ Establish the facts of each case
- ▶ Inform the employee of the problem
- ▶ Hold a meeting with the employee to discuss the problem
- ▶ Allow the employee to be accompanied at the meeting
- ▶ Decide on appropriate action
- ▶ Provide employees with an opportunity to appeal

ACAS is a free to use service, it is therefore recommended you discuss your specific situation with them in order to minimise the chances of facing employee litigation.

To commence an employment tribunal employees must have at least one year's continuous service if their employment commenced before 6th April 2012 and two years if their employment commenced after 5th April 2012. However this excludes grounds such as discrimination where the employer is deemed to have given 'automatically unfair reasons'.

GRATUITIES

Compulsory service charges

If these are charged to customers and paid over to staff they are another form of employment income, hence the employees pay is increased by this amount and PAYE and NI is deducted as normal.

Your employees receive tips directly and keep them

Here you do not need to do anything for PAYE tax or NI. The tax due is the employee's responsibility and no NI is due. Employees should advise HMRC, who will adjust their tax code.

You distribute tips and voluntary service charges to your employees

Here the rules depend on who decides how the money is distributed i.e.

If you decide how the money is distributed you must increase the employees earnings that are subject to both PAYE and NI by the amount of tips and voluntary service charges you distribute to them.

If someone else, say a troncmaster decides independently of you how the money is distributed but you pay the amount to that employee, you must calculate and deduct PAYE tax but no NI is due.

Tips and voluntary service charges are distributed through a tronc

Once you become aware that your employees use a tronc you must inform HMRC who the troncmaster is and what the arrangements are for distributing the money, HMRC can then set up a PAYE scheme for the tronc. It is then always the responsibility of the troncmaster to calculate and deduct the PAYE tax (but not NI). They must also operate a payroll scheme and report information online to HMRC.

If you decide how the payments are distributed

NI is due on the payments and is your responsibility, not the troncmaster's (they are still responsible for PAYE).

If someone else decides how the payments are distributed no NI is due on the payments.

HMRC Enquiries

HMRC may make enquiries into any of the returns discussed. These may be triggered by abnormal figures included within the returns such as regular VAT refunds or lower profit margins than what is normal for the industry. You may just be unlucky enough to be selected at random.

It is vital you discuss notification of an enquiry with your accountant instantly and do not prevent them from answering HMRC queries. As you can imagine non co-operation during the enquiry will not be appreciated by HMRC should they unearth errors and be within their rights to issue penalties.

The deadline for HMRC to raise enquiries into Self Assessment or Corporation Tax returns is normally twelve months from the date they are filed.

For VAT the deadline is normally two years from the return period end.

HOW TO SAVE TAX

This is a quick summary of some simple but highly effective measures that could potentially save you thousands in taxes or provide other benefits.

Plan in advance

Discuss with your accountant from the start how you will meet your obligations to HMRC and Companies House rather than letting things build up and finding yourself with a hefty liability and no time to pay it. Also discuss any major transactions such as capital expenditure before hand, this can help both maximise reliefs claimed and avoid nasty surprises.

Be careful choosing your year end

As stated above if you make losses in the early years a May year end may be appropriate, with profits a 5 April year end is probably best.

Keeping up NI contributions

If you are concerned about not having made enough NI contributions and are self employed keep on paying Class 2 NI even if you are below the threshold, it is far cheaper than Class 3 voluntary payments.

Incorporate to avoid NI

The vast majority of the time there is no need for a licensee to pay a substantial amount of Class 4 NI. If you are doing so you probably need to change your business structure and accountant. As stated above though, if losses are made there are tax advantages to not incorporating.

Take dividends not salary

If you trade via a company there's rarely any advantage to paying a salary above the NI limit. Take a salary to the NI threshold meaning the company gets a corporation tax deduction and you pay no NI/PAYE. Any extra remuneration you require take as dividends, the company won't get a tax deduction on these but it avoids PAYE and NI deductions.

Take benefits as well as salary

Companies can provide directors and staff with various benefits without obligation to deduct PAYE where a salary of the same value would create such PAYE deductions. Popular ones include:

- ▶ Childcare vouchers
- ▶ Payment of mobile phone bills
- ▶ Payments to a registered pension scheme

Be it investment in property, contributions to a pension scheme or something else it is vital provision for retirement is considered in advance. This is something far too many people overlook.

Also as stated above vans are much more tax efficient than most cars. Low emission cars can be very tax efficient though.

Use part time staff or the NI allowance

Part time staff may be cheaper as you are less likely to avoid breaching the weekly limit. If your employers NI is under £2,000 a year it will be covered by the annual allowance to be introduced next year.

Don't pay NI on tips

You can avoid NI on tips by ensuring you don't dictate how they are distributed. If tips are given directly to staff you also avoid having to adjust their income subject to PAYE.

Always operate a payroll

NEVER pay staff outside a payroll scheme. You may be assisting in tax evasion and benefit fraud and end up paying deductions the employee should have suffered.

Keep records

Keep separate bank accounts for business and private transactions in order to reduce accountancy fees, avoid being indebted to the company (and related tax charges) and avoid HMRC requesting your personal bank accounts.

Make sure you get invoices (not card payment slips) for all expenditure. If you don't HMRC may disallow the input VAT/tax deduction.

Keep track of your cash expenditure by producing daily reconciliations and ensuring you can substantiate all outgoings for HMRC's benefit.

Don't delay investment.

The Annual Investment Allowance for plant and machinery drops from the current £250,000 to £25,000 on 1 January 2015. Ensuring expenditure is covered by this could mean it is given 100% relief as opposed to as little as 8%

Avoid charging rent to the pub

If you own the premises the business trades from personally and charge rent to the company it could pay to stop charging this rent. If this is not possible as you need the rent to live off consider charging less.

If no rent is charged you are deemed to own the premises for business purposes i.e. as a pub, if market rent is charged you are deemed to own the premises as an investment i.e. to generate rent and if below market rent is charged you will be somewhere in between.

This means if rent is charged you will receive a reduced level of Entrepreneurs' Relief, meaning any gain on disposal of the premises will be taxed at probably 28% as opposed to 10%. This planning could potentially save a five or even six figure amount of capital gains tax.

Consider a flat rate VAT scheme if you qualify.

It is relatively straight forward to see if you would have saved money in the past by applying the flat rate to your previous gross sales. It will be of more benefit the higher GP% is due to the fact as your GP% increases the input tax you cannot claim back becomes of less significance.

Take out insurance

Finally insurance is something that all self employed and director licensees should consider. As well as the obvious buildings insurance also consider:

- ▶ Flood insurance. Floods may not be covered by your buildings insurance.
- ▶ Public liability insurance
- ▶ Tax investigation insurance. This will cover the cost of accountancy fees should HMRC enquiring into your returns create a lengthy assignment for your accountant.
- ▶ Critical illness, income protection, life insurance etc. It is vital you consider how you would provide for you and your family should you be too ill to work.

KEY TAX RATES AND ALLOWANCES 2013/14

Please note these rates are taken from the 2013 budget and therefore from April 2014 may have been replaced by those announced in 2014. Ask your accountant for updated figures.

Income tax

Personal allowance	£9,440	0%
Taxable income to	£32,010	20%
Taxable income to	£150,000	40%
Taxable income over	£150,000	45%

- ▶ When income exceeds £100,000 the personal allowance reduces £1 for every £2 earned.
- ▶ Further allowances are available for those born before 6 April 1948.

National Insurance

Employees weekly

To £149	0%
£149 - £797	12%
Over £797	2%

Employers weekly

To £148	0%
Over £148	13.8%

- ▶ No employees National Insurance is due for employees over state pension age.
- ▶ Reductions in rates and rebates are available in relation to final salary schemes.

Class 1A	13.8%	(Employee benefits)
Class 1B	13.8%	(PAYE Settlement Agreements)
Class 3	£13.55 per week	(Voluntary contributions)

Self employed

Class 2	£2.70 per week if profits over £5,725
Class 4	9% profits between £7,755 and £41,450 2% on profits over £41,450

Capital Gains Tax

Annual exemption	£10,900
Annual exemption trusts*	£5,450
*Trusts in general but not disabled trusts	
Rate if Entrepreneurs relief applies	10%
Standard rate	18%
Higher rate*	28%

*On total of taxable income and gains over higher rate income tax threshold

Corporation tax 1 April 2013 to 31 March 2014

If company profits

Under £300,000	20%
Over £1,500,000	23%

£300,000 to £1,500,000 pay corporation tax at 23% and claim marginal relief.

Stamp Duty Land Tax

On purchase consideration or lease premium.

Residential	Non Residential
0% Up to 125,000	Up to 150,000*
1% 125,001 - 250,000	150,001 - 250,000
3% 250,001 - 500,000	250,001 - 500,000
4% 500,001 - 1,000,000	500,000 and above
5% 1,000,001 - 2,000,000	
7% 2,000,001 and over	

*If rent over £1,000 per year SDLT is 1%

Leases (base on NPV of rent)

Residential £	Non Residential £	
Up to 125,000	Up to 150,000*	0%
125,001 and over	150,001 and over	1%

When SDLT calculated on the NPV of rent it is charged on the amount over the threshold. When calculated on purchase or lease premium it is on the entire value. Discounts apply in 'disadvantaged areas'.

Company car benefit 2013/14

CO2 grams per km	List price taxable
Nil	0%
Up to 75	5%
76 - 94	10%
95 - 99	11%

Add 1% for each extra complete 5 grams per km over 95 and an additional 3% for diesel i.e. if 168 grams per km and diesel 28% of list price is taxable.

For vans a fixed benefit of £3,000 will be taxable

Fuel benefit 2013/14

If private fuel is paid for by the company the amount taxable is £21,100 multiplied by the above percentage.

A fixed £564 will be taxable if the vehicle is a van.

Tax free business mileage allowance

Cars and vans

Up to 10,000 miles	45p per mile
Over 10,000 miles	25p per mile
An additional 5p per mile may be claimed for each passenger	
Motorcycles	24p per mile
Bicycles	20p per mile

Individual Savings Accounts 2013/14

Overall limit	Cash limit	Junior Limit
£11,520	£5,760	£3,720

VAT From 1 April 2013

Standard rate	20%
Lower rate	5%
Registration level	£79,000 pa
Deregistration level	£77,000 pa

Scheme thresholds

Cash accounting and Annual accounting

Joining	£1,350,000
Deregister if turnover exceeds	£1,600,000

Flat rate

Joining	£150,000
Deregister if turnover exceeds	£230,000

Fuel scale charge from May 2013

CO2 Emissions per km and quarterly charge

120	£168	175	£421
125	£253	180	£438
130	£269	185	£455
135	£286	190	£472
140	£303	195	£489
145	£320	200	£506
150	£337	205	£523
155	£354	210	£539
160	£371	215	£556
165	£388	220	£573
170	£404	225	£590

The above figures are gross.

Capital Allowances

100% allowances are available (even if the Annual Investment Allowance has already been used) include:

- ▶ Certain water efficient equipment and energy saving or environmentally beneficial assets
- ▶ New low emission cars

Annual Investment Allowance (AIA) threshold

January 2013 – December 2014	£250,000
From 1 January 2015	£25,000

Qualifying expenditure will be relieved at 100%

Businesses can claim the AIA for capital expenditure incurred on most items of plant and machinery, excluded expenditure includes:-

- ▶ Cars
- ▶ Equipment previously used for another purpose, for example, a computer previously used at home
- ▶ Assets purchased from related parties
- ▶ Assets HMRC would deem are merely part of the setting the business is carried out in rather than ones serving a specific function (unless qualify as special rate expenditure)

Writing down allowances

General	18%
Cars emitting CO2 over 130g/km	8%
Long life assets	8%
Special rate expenditure*	8%

*Certain features integral to a building and thermal insulation

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The above cannot be held responsible for any errors, omissions or other consequences of this report or action taken based on this report. It is strongly recommended that you do not take action based on this report without discussing with a qualified professional first.





Licensing Developments in 2013

Legal Update

John Gaunt & Partners is recognised as being one of the foremost licensing practices in Great Britain, operating throughout England, Wales and Scotland. All the Partners of the firm are recognised as being experts in the field.

Here is the team review of licensing developments of 2013 that have affected the on-trade.

The principal pre-occupation for the trade in 2013 would appear to have been the possible adoption of a Late Night Levy or an Early Morning Alcohol Restriction Order (EMRO) by a number of Licensing Authorities.

In April 2013, we concluded a survey of all the local Licensing Authorities throughout England and Wales which showed that over 75% of all Councils contacted were not planning on introducing a Late Night Levy or an EMRO (Late Night Levy 78% and EMRO 77%) in the near future.

Some confirmed that this was after discussion with the Licensing Committee and for others it was just a distinct "no". A common trend was that a licensing policy review would be undertaken (and would need to be undertaken) before a decision was made.

Some 8% of Councils stated that an EMRO was a possibility. For the Levy, just 1% of Councils indicated that a Levy was under certain consideration with some 7% saying that it was under possible consideration.

Councils seem to have reinforced that polarisation in the subsequent months with a small number taking a pro-active stance in seeking adoption but with the vast majority sitting back and apparently awaiting developments from elsewhere.

Some of the "notables" follow:

Late Night Levy

- ▶ Newcastle City Council – consulted and determined to adopt a Levy which went live 1 November 2013. They rushed through a Best Practice Scheme for those premises who pro-actively address the licensing objectives and their operation, which can result in a 30% discount in the levy payable.

As I write this, Newcastle is the only Council with a Levy now actually in force.

- ▶ Milton Keynes – as reported elsewhere, Milton Keynes was something of a roller coaster with the Levy being rejected by

the Licensing Sub-Committee, only for the recommendation of rejection to be overturned before the full Licensing Committee (at a time when no trade representation was at the hearing). That recommendation for adoption was then overturned by the full Council.

- ▶ Woking – who had combined proposals for both an EMRO and a Late Night Levy, decided not to proceed with the same.
- ▶ Tameside - has consulted and the outcome of their consultation is awaited.
- ▶ York – formally consulted and the outcome of that consultation is awaited.

Early Morning Restriction Orders

- ▶ Warrington – determined to reject taking forward an EMRO consultation.
- ▶ Norwich – the Council was due a hearing on 3 possible EMROs in October but agreed to defer the hearing whilst other avenues were explored.
- ▶ Harrow – similarly, EMRO hearing has been cancelled.
- ▶ Blackpool – the Council was due to hold a 2 day hearing on the possible adoption of an EMRO in September but that hearing had to be vacated when irregularities came to light. The EMRO is due to be considered over a 5 day hearing during the week commencing 9th December 2013.

A small number of other Councils are at various stages of consideration or pre-consideration of proposals for an EMRO and / or Late Night Levy but it would appear – and we would hope – that the initial rush has passed.

Personal Licences – just what does the future hold?

By the time you read this we may have had some reaction to the now concluded consultation on the possible abolition of personal licences. The proposal from the Government came ‘out of the blue’ and unusually for a licensing proposal, appears to have caused universal condemnation from all sides of the licensing spectrum; operators, Licensing Authorities and indeed the Police. Where the Home Office will go in the light of this, remains to be seen.

Separately the Government has announced their intention to scrap the 10 year renewal of personal licences, possibly in recognition of the number of such licences which will need to be renewed in 2015. We have some misgivings over this proposal as well but we will have to wait and see how or when this is taken forward.

Scotland

The licensing regime in Scotland, where we also practise, continues to evolve and change. However, there is no similar proposals in respect of personal licences. A point to note is the requirement for all personal licence holders to undertake refresher training in advance of the 5 year anniversary of their licence, failing which the licence will lapse and no re-application can be made for 5 years! With the ‘new’ Scottish regime going live in 2009, this deadline is beginning to loom!

2014 and beyond?

As you will have seen from the above, 2013 has been an eventful year and the developments will continue apace in 2014. Below are the new licensing legislation ‘timings’ expected for next year and beyond (subject to Parliamentary approval).

What?	When?
Ban on the sale of alcohol below the level of duty plus VAT – via secondary legislation, mandatory conditions	Spring 2014 ('at the latest')
Mandatory code reform ('irresponsible promotions' etc.)	TBC
New Community and Ancillary Sellers (CAN) authorisation – primary plus detail in regulations	2014/15
Late Night Refreshment reform – local exemptions	2014/15
Temporary Event Notices - increasing annual limits to 15	2014/15
Personal Licences: renewal requirements	2014/15
Personal Licences: abolition (subject to public consultation)	2014/15
Entertainment: live and recorded music etc. (DCMS)	Spring 2014 TBC
Locally set licensing fees (following consultation)	Summer 2014

We have said it before and we say it again – probably not for the last time – the life of a licensing lawyer is never dull!



Health & Safety Regulations

The OnTrade Review presents a basic guide to the current Health & Safety Regulations as they apply to public houses Registration Requirements

All public houses have to be registered with the local Environmental Health Department at least 28 days before opening. If you have more than one premises, you need to register them all. Additionally, food premises operators must ensure the Local Authority is informed of any significant changes such as change of food business proprietor or the nature and style of the business and closure for a period of time. From 1 January 2006 a number of new food hygiene regulations came into force. If your business was already registered and you have just reopened after alterations such as a kitchen refit or a complete refurbishment or a completed extension you won't need to register with them again. Registration allows the Environmental Health Officers (EHOs) to keep an up-to-date list of all those premises in their area so that inspections can take place as and when required. The frequency of inspections depends on the type of business you are running. Health and safety in catering premises can be broken down into four main areas:

1 Premises:

The building, the bar, the kitchen, the store, the cellar, the toilets, the patio and gardens.

2 Preparation:

Food, drink and everything you use to store, prepare and serve it!

3 People:

Employees, Delivery Personnel and Customers.

4 Protection:

Everyone and everything!

Hygiene

Poor food hygiene controls may well lose you business, which is bad enough, but it could also cost you a pretty packet in any legal actions brought against you.

Under the Regulation (EC) No 852/2004 on the hygiene of food-stuffs and the Food Hygiene (England) regulations 2006 (and equivalent regulations in Scotland, Wales and Northern Ireland) each step of the food-handling ladder from delivery to kitchen to plate to table should have written systems and procedures set in place, and carried out, that prevent anything going wrong. You are now required to provide some simple written evidence of your procedures to ensure food safety has been thought through carefully and are being properly applied. Many of the requirements in the new regulations are the same as the regulations they replace. In order to comply you may follow a simple toolkit issued by the Food Standards Agency – 'Safer Food Better Business' ('SFBB') which will guide you through how to comply and provide the necessary documentation. This very well produced fold-out file is provided free of charge from the Food Standards Agency and you would be well advised to get a copy via your local Environmental Health Officer or call 0845 606 0667 for your free copy. HACCPs (Hazard Analysis of the Critical Control Points) to ascertain the risks involved with the delivery, storage, preparation, cooking, storing, reheating and serving with additional storage after of all foods you are going to serve to your customers must be undertaken to compliment the use of the SFBB packs.

Food Reception and Storage

All deliveries should be checked immediately upon receipt. Anything wrong should be recorded and reported (and, if necessary, the delivery refused). For example, 'use by' dates must not have passed

(and should allow adequate time for use), frozen food must show no signs of having thawed during transport and evidence of damaged packaging that could hasten deterioration of the product.

Make sure you have adequate refrigerators and freezers for all fresh, chilled and frozen food. Raw meat, fish and vegetables should be stored separately from cooked or prepared food. Refrigerators should be capable of maintaining food at or below 4°C; Freezers at or below -18°C. Temperatures should be regularly checked and a record kept on a daily basis and dependent on your level or trade, 2 or even 3 times per day.

Preparation

Cleaning Premises and Equipment

Cleanliness of premises and equipment is of the highest priority. This applies to storage areas as well as preparation and serving areas.

Dry food stores must be thoroughly cleaned weekly and a thorough clean at frequent intervals and fridges and freezers once per week and monthly respectively. It is important that the structure and equipment in bars and other food rooms are maintained in good repair and in a clean condition to comply with food hygiene legislation. Damaged or dirty surfaces are indicative of a lack of commitment to food hygiene and can easily lead to cross contamination.

Bars, bar counters and under-bar shelving must be kept clean and free from unnecessary equipment, ornaments and fittings and should again be cleaned at least weekly. For kitchens and food-serving areas, the cleaning programme should include routine daily cleaning and periodic, high level cleaning with cleaning rotas in evidence that state what gets cleaned when, with what, by whom and with what frequency. Suppliers very often have their own colour-coded charts with the necessary spaces left blank for easy completion by management.

Care should be taken to store cleaning chemicals in a suitably labelled and lockable cupboard so as to prevent any risk of contamination or tainting of foods, with the minimum of materials actually stored in the kitchen and other food preparation areas.

Sinks and glass-washing machines

If the double sink method is used for washing crockery and/or cookware, one sink should be used to wash in detergent or preferably sanitiser solution and the other sink should be filled with hot rinse water only. It is important to change the solution and water regularly; 'topping up' is not good practice.

Wherever possible, items should be allowed to air dry. Glasses may be polished with a clean, dry cloth or paper towel. It is easier to ensure that the rinse aid and machine detergent are correctly adjusted to the particular glasswasher requirements and that the salt supply or water softener is working properly. Glass-washing machines must be thoroughly cleaned at regular intervals and maintained in a hygienic condition and in efficient working order. Operating temperatures should be carefully checked - glasses should air dry in a few seconds.

Detergent and disinfectant or sanitiser should be maintained in a convenient place for sinks and glass-washing machines. Spare stocks should be stored safely in a marked cupboard or an allocated store to avoid contamination of glasses or drinks, beer pumps and optics.

Beer-dispensing equipment and optics must be cleaned in accordance with breweries' or suppliers instructions. The use of personal protective equipment, ie gloves and goggles, is essential when handling beer line-cleaning chemicals.

Glasses

Any overspill from pouring both draught and keg beers should be disposed of regularly and should not be used for topping up glasses. Clean, dry glasses should be used for serving drinks. The practice of 'topping up' or re-using glasses without washing permits risk of contamination.

Hygiene and People

Good Hygiene Practices:

You should ensure all staff have training as part of their induction before they are permitted to handle food:

Reporting illness

Staff must inform you or their supervisor before starting work if they have any skin, nose, stomach, bowel trouble or an infected cut or wound. If anyone in their household is sick or has diarrhoea, you must also be informed.

Protective clothing

All food handlers should have special clothes for work in the kitchen and this does NOT include the clothes in which they have come to work. They must wear suitable, clean, protective clothing plus head covering ie a hat. Table servers may have their ordinary clothes but must have a suitable overall, tabard, or apron as well.

Jewellery must not be worn except for a plain gold wedding ring and/or sleeper earrings while handling food. First Aid must include covering any minor lesions or cuts with highly visible blue waterproof dressings. Smoking now being confined to external areas only means that smoking may only take place totally out of doors. If this is permitted, then washing of hands afterwards is essential before handling food again.

Food Handling

Unnecessary handling should be avoided, food should only be prepared when needed and not too far in advance, perishable foods should be kept either in the fridge or about 7°C and keep all cooked and uncooked foods separate and stored separately.

Hand Washing

Hands should be washed frequently using an anti-bactericidal soap and dried with a paper towel or a hot air dryer. This must happen after using the toilet, entering a food preparation room before actually handling, before and after cleaning operations, after touching your mouth, nose and hair, after handling raw food and after every break.



Generally

Clean as you go and keep all equipment and surfaces clean and sterilized as necessary. If you see something wrong, make sure you tell your supervisor or boss!

Temperature Control

Poor and inadequate temperature control of food is the main cause of food poisoning. Bacteria that cause food poisoning need warmth to multiply and therefore correct use of temperature control is vital to prevent food poisoning by providing an environment which either destroy or dramatically reduces the growth of bacteria. Keeping food either above 75°C or below 4°C is ideal.

Food on display must be effectively protected and maintained under suitable temperature control where necessary to protect from atmospheric contamination and handling by customers: 1°C to 5°C is ideal. Refrigerated food must be stored at a temperature of 8°C or lower. Ice containers must be clean, and ice for drinks must only be handled with tongs or spoons.

Food temperature

In general, foods that are particularly susceptible to the growth of harmful bacteria and are more likely to cause food poisoning like cooked meats, poultry, cooked rice etc, must be maintained below 4°C or, if cooked, at a core temperature above 75°C. To allow foods to be served or displayed, the law allows high-risk chilled foods to be held at 8°C for up to four hours, and hot foods above 63°C, preferably at 75°C for a period of two hours. Only one tolerance period is allowed. After these times foods must be re-refrigerated at 4°C or below until final use, or discarded immediately

Personal hygiene

Personnel working in the bar and other food rooms are food handlers and are therefore subject to the requirements of the Food Hygiene (England) Regulations 2006. Staff who handle food must receive written or verbal instruction in the Essentials of Food Hygiene.

Ask yourself the following questions: Do you ensure that adequate facilities are available for staff to maintain a high degree of personal cleanliness? Have your staff been trained in good personal hygiene practices? Do you monitor and audit staff to ensure they are implementing safe personal hygiene methods?

Animals

No animals of any type should be allowed behind the bar, cellar, food preparation or storage areas and of course, in kitchens.

Safety at your Premises

Accidents and emergencies

The Health and Safety (First Aid) Regulations 1981 require you to provide adequate and appropriate equipment, facilities and personnel to enable first aid to be given to your staff if they are injured or become ill at work. For 50 or more full time and part time employees, an appointed person is required. For the vast majority of catering outlets of all types, someone designated to be able to take charge in an emergency and to look after the first aid boxes and to maintain the correct contents of each box should be in place.

They should also keep a record of any first aid given via the Accident Book where the details are detached after entry and kept confidentially and to put up notices telling employees where they can find first aid equipment and names of First Aiders if over 50 employees are on the payroll.

The HSE suggests that for lower risk workplaces one appointed person is required for less than 50 people. For medium risk, (eg food processing) one appointed person is required for less than 20 people.

You are advised to prepare a procedure to be followed in the event of an emergency. An 'appointed person' should be responsible for overseeing injured persons and contacting the emergency services. It is wise to send one or more employees on a recognised workplace first aid training course, to ensure effective first aid to injured staff or customers. You must report certain accidents and injuries (including any which keeps an employee off work for more than three days) to the Environmental Health Department. Keep a record of all accidents, even minor ones.

The keeping of an Incident Book is also recommended should someone stumble, trip, fall or have any other 'mishap' where no actual injury is perceived other than perhaps a bruise but where there could be a potential for a bogus claim sometime in the future. This would be used as proof of the degree of severity or injury sustained should such a claim be made.

Bars

Bar counters and shelving for the storage of glassware should be smooth, impervious and capable of being readily cleaned. All glasses should be placed face down on plastic, latticed matting to allow air to circulate beneath. A wash hand basin with an adequate supply of hot and cold water, soap and towels (preferably paper disposable type) should be readily accessible by bar staff. Glass-washing facilities should comprise either a double sink and drainer unit, together with a constant supply of hot and cold water with the correct glass wash detergent, or preferably a glass-washing machine and at least one sink and drainer unit together with a constant supply of hot and cold water.

The use of the correct rinse aid and machine detergent should be connected to the unit for automatic dispense and the machine maintained on a regular basis. Particular attention needs to be paid to the cleanliness of the interior of the machine and the door recesses. A washable or disposable receptacle for waste paper, bottle tops and other debris should be provided behind each bar together with a lidded metal container for safe disposal of broken glass

Cleaning

The kitchens and food rooms should have non-slip floors, with wall/floor junctions to make thorough cleaning as easy as possible and preferably curved and not right angled. Walls should be smooth, impervious and capable of effective cleaning and, where necessary, disinfection. Ceilings should be easy to clean and kept in good repair with sealant to any joints for instance where the air extraction canopy is fitted flush to the ceiling.

Wall tiles must be grouted and not cracked. Wall cladding where fitted must be sealed at joints to ensure that they are impervious. Slips and trips can cause a lot of accidents! Spillages should be dealt with immediately and any worn areas should be replaced as soon as possible.

Down in the cellars and stores a floor drainage sump and pump unit should be provided, where necessary, to dispose of sink waste and floor wash water. Cellar floors must be debris free, totally hygienic, washed daily and any drain covers in place to prevent any chance of trips. A risk of gas asphyxiation monitor should also be in place along with the Pressure Dispense Guarantee Card currently in date to ensure safety compliance.

Carrying loads

The licensed trade is notorious for heavy lifting work often in inconvenient places. It is the duty of management to ensure that Manual Handling risk assessments are in place for all staff carrying out duties in the cellar that include lifting and moving barrels, kegs and gas cylinders. You must try to avoid lifting and carrying work that might cause injury. Where such tasks cannot be avoided, you are required to assess the risks and ways of reducing them. There may be cases where mechanical devices are practical and not excessively costly.

Heavy loads should have their weight marked on them and ideally

be no more than 25kg with 32kg being a maximum recommended weight for one person to lift. Irregular loads should have an indication of the heaviest side.

Safety training for staff should include training in the correct way to lift and carry loads which may include other items such as cases of wine, beer, and other miscellany that is stored in cellars.

Cellars and Storage Areas

One large sink and drainer unit should be provided in, or immediately adjacent to the cellar, together with a constant supply of hot and cold water for washing equipment.

A wash hand basin with antibactericidal soap and a supply of paper towels must also be in place since beers are counted as food and thus affected by the food hygiene requirements. Gas cylinders should be handled and operated strictly in accordance with instructions issued by the brewer or supplier. Cylinders should be suitably chained, caged in a storage rack or laid flat on the floor and chocked.

Storage of empty/used or new cylinders must always be in a cool, ambient area, away from any heat sources, boilers, direct sunlight or out in the rain. You should consider providing CO2 monitors if you use gas cylinders in any place where you have any doubt whether the ventilation is sufficient, for example in underground cellars.

All hoists must be constructed and guarded in accordance with the Lifting Operations and Lifting Equipment (LOLER) Regulations 1998 and maintained in good order with an up-to-date record of inspections in the prescribed form.

Examples of equipment subject to these regulations include passenger and goods lifts, dumb waiters, cellar hoists, bath and guest hoists, vehicle tail lifts, and others also. Shelving and storage units within the cellar should be of non-absorbent material, capable of being easily cleaned and if wooden, sealed.

Electrical Safety

All electrical equipment should be suitable for its intended purpose. It is important that the wiring installation and portable appliances are annually Portable Appliance Tested ('PAT') with records kept of all such appliance testing and a sticker duly affixed to each unit by a qualified electrician to ensure electrical safety.

Power points must not be overloaded and electrical cables should not be used if at all possible and if it cannot be avoided only as a very short term period and not be coiled, or allowed to tangle or trail (especially across footways). Switches, plugs and sockets must be situated away from water and other liquids and anywhere that spillage is likely to occur or anywhere near a heat source, such as next to a quartz lit heated food display unit.

Check microwave ovens annually via PAT for possible leakage. Make sure door seals are clean and in good condition, hinges and catches are working properly and that the appliance is always clean and is generally in a good state of maintenance. Pay particular attention to the roofs of such units where heat may have buckled or broken them and replace immediately.



Heavy duty equipment

All cookers open top and solid top, deep fat fryers, combination ovens, convection ovens and other heavy duty equipment should be cleaned in accordance with the manufacturer's instructions daily for 'working debris', weekly for general cleaning and if possible, a 'deep clean' via a contractor every three months. Air extraction canopies, trunking to the outside and to the fan should be undertaken every 3 months if possible also. Grease filters should be cleaned every week and if possible, a spare set provided for use when the other set is being cleaned. The use of a 'decarbonizer' commercial caustic cleaning tank would be a useful addition to help this side of cleaning.

Falls

Adequate precautions should be taken to prevent people tripping or falling and to prevent people being injured by falling objects via a risk assessment for all areas of the establishment

It is essential that hatchways and cellar flaps are suitably guarded when in use, and flaps must be properly secured when the hatchway is in use. In cellars where a slide is in use, adequate steps must be taken to ensure safety of personnel when deliveries are being made and staircases must have handrails or handgrips properly positioned and firmly fixed. Low beams, ceilings or other low objects (a ceiling mounted cellar cooler for instance) must be suitably marked and a notice drawing people's attention to these facts should be put on the door leading to such areas.

Information and training

You are required to provide all staff with relevant information on the risk to their health and safety and on necessary precautions that must be taken. This would normally be provided within a 'Policy and Overview Document' or similar where a brief summary of Management Responsibilities would be displayed, details of the organisation needed to achieve the H&S policy and the arrangements within the premises for carrying this policy out.

You must provide training for staff when they start work via an Induction Training schedule and also when their duties change in a way which may expose them to new or increased risks. It is essential that training needs are reviewed periodically.

Various statutory notices must be proved such as the large H&S Statutory Notice that gives details of employees rights and obligation under the law together with details of their local EHO, detail of the Appointed Person responsible for the premises and the nearest Emergency Medical Advisory Service all of which must be completed with relevant information. Other notices highly recommended are Work place first aid, Safe Manual Handling, Fire safety, Preventing slips, trips and falls, Emergency resuscitation and dealing with Electric shock.

Lighting

All areas should have adequate artificial lighting so that staff can work without eyestrain. Lighting should be of a type and in a position that does not cause danger (dust and vapour-proof lighting may be preferable in cellars).

Recommended lighting levels are:

- ▶ 400 lux. In working areas behind bars, over sinks, glass washing machines etc.
- ▶ 200 lux. In cellars, stores and staircases - it is important that the whole staircase is lit.
- ▶ 100 lux. As background lighting - or more if necessary for safety.

Automatic emergency lighting, powered by an independent source, should be provided where sudden loss of light would create a risk.

Maintenance and cleaning

The premises and equipment in them must be kept well maintained where this affects health or safety. Premises, furniture, furnishings and fittings must be kept sufficiently clean for health and safety purposes.

Cellars and storage areas must be kept clean, well organised and free from accumulations of old equipment, disused articles and refuse. Floors and sumps should be cleaned at frequent intervals and not less than once a week. Sumps pumps should be maintained and the sump area totally free of debris and not smell of stale beer etc. Waste materials and refuse must be removed and not allowed to accumulate. Empty barrels should be sealed after use with appropriate corks. Broken glass and bottles must be removed promptly and stored safely for collection and disposal. The provision of a 'sharps box' for broken glass within the bar area should be provided. There must be regular checks for vermin infestation, and effective eradication measures used if necessary. It may be best to have a regular contract with a pest control company.

Equipment, including beer pipes and associated equipment, should be cleaned and maintained in accordance with the breweries' or manufacturers' instructions.

Noise

Employers in the music and entertainment sectors have now to comply with the Noise at Work Regulations 2005. If employees are subject to high noise levels, you are required to assess the level of exposure and, where necessary, take precautions to limit exposure under these new regulations. These regulations bring in a lower and upper exposure action values and exposure limit values.

In short, when noise levels from for instance, music via a live band, exceed 85dBA, then management must see whether the noise level could be reduced, give the staff the opportunity to wear ear protectors, ear plugs or similar. This is a requirement and compliance is necessary by staff to eliminate any possibility of being sued in due course. You will need to purchase a noise monitoring device, very much like a mobile telephone and then a Noise Monitor sheet should be completed which details location of where the test was done, meter level reading, time, by whom, action taken. Health surveillance of staff should be undertaken via visits to a medical centre for hearing tests every 3 months and records kept with details of any remedial action taken.

- ▶ The lower exposure action values are (a) a daily or weekly personal noise exposure of 80 dB (A); and (b) a peak sound pressure of 135 dB (C).
- ▶ The upper exposure action values are (a) a daily or weekly personal noise exposure of 85 dB (A); and (b) a peak sound pressure of 137 dB (C)
- ▶ The exposure limit values are (a) a daily or weekly personal noise exposure of 87 dB (A); and (b) a peak sound pressure of 140 dB (C).

Noise can provoke complaints from neighbours and the police. If a statutory nuisance can be established the local authority may restrict noisy activities or the times at which they take place.

Refuse areas

There should be a separate refuse storage area that provides a solid base, such as concrete hard standing for dustbins and other waste containers.

It should be possible to clean the refuse area and a slight slope to a waste gully will make washing down easier. A hose pipe connected to the mains water supply would be an added advantage .

There should be an adequate number of dustbins or suitable bulk storage containers, which should have properly fitting lids to prevent insects and vermin from getting at the contents. If you use plastic, or other sacks for rubbish that are not in containers, you should take other steps to make sure pests can't gain entry! The area should preferably be within its own compound and not be at the end of the car park or similar such place.

Refuse collection

If your refuse is not collected by your local council, you must ensure it is only collected by a company which has a waste management licence or is registered for the transport of waste.

Risk Assessment

You are required to carry out an assessment of the risks to your employees and others caused by your business. If you have five or more employees, you must record the results of the assessment in writing. Your assessment should be reviewed if there have been changes in your business which mean it may no longer be valid.

This would include all areas that you, your staff and your customers have access to and would include the cellar, kitchen, bars, functions rooms, gardens and patios should include the hazards identified, those affected, the likelihood of harm, the severity of harm and risk priority. This then leads to corrective action required as well as highlighted where the potential for an accident is possible.

Some regulations require the assessment and control of specific risks. These include dangerous substances (under the 'COSHH' Regulations), personal protective equipment, exposure to noise over the exposure limit values, (see Noise above), risks from lifting and carrying loads, and risks from the use of display-screen equipment.

You should be able to combine some of these assessments with your general risk assessment; you do not have to do the same thing twice. None of the requirements for risk assessments are intended to force you to go to unreasonable trouble - e.g. employing specialist consultants - where the risks and precautions are well known.

As far as the 'COSHH' Regulations are concerned, always read and follow the instructions and warnings on cleaning and other chemicals you use. If you follow instructions, avoid unusual uses for chemicals and take sensible precautions, you should have little difficulty complying with the regulations. All cleaning materials including heavy duty detergents, rinse aids, degreasers etc must be listed and put up on the door or wall of a separate store together with details of Safety precautions to take and first aid steps in case of an accident. In the case of a more serious incident, details of action to be taken at the time and the reporting of such accidents must also be in place via RIDDOR. A separate file must be to hand containing Hazard Data Sheets referring specifically to the cleaning materials in use must also be available.

The regulations on display-screen equipment do not apply to calculators, cash registers or equipment intended mainly for public operation - such as video game consoles or quiz machines.

The main problems with such equipment are things like eyestrain from poor lighting and backache from poor seating. The Health and Safety Executive advises that you do not need to take special precautions against radiation from computer screens.

However, computers in the office and work stations where staff are employed or have access to must be risk assessed as well. The final areas for consideration are the assessment of risk within the 4 licensing objectives with particular reference to your premises again stating the risks you have identified and what action you propose to take to reduce these risks.

For example, with the licensing objective the prevention of crime and disorder, where factors that could impact on this could be

drunkenness on the premises or antisocial behaviour or even underage drinking would need to be assessed and appropriate control measures put in place such as effective and responsible management of the premises, training and supervision of staff and similar such policies and procedures. Note that the Licensing Authorities from 2010 are starting to make 'annual inspections' where they may well ask for evidence of such risk assessments together with a request to look at what staff training has taken place.

Safety and People

General Duties and Risk Assessment

The Health and Safety at Work etc Act 1974 places a duty on employers to protect the health, safety and welfare of employees and others exposed to workplace activities, including contractors and, of course, customers.

These requirements are qualified by the phrase 'so far as is reasonably practicable'. This does allow you to take some account of cost so that you do not have to take measures where the cost is totally out of proportion to any reduction in risk. It does also mean other things:

It makes it very difficult to lay down uniform rules that apply to all premises and businesses - even in the same industry.

Where (as is often) standards have not been clarified by court cases, local EHOs have wide discretion to ask for what they think is required; and it makes it very important that you work out for yourself what you need to do in your own circumstances.

Safety Management

The law requires you to make arrangements, appropriate for the size of your business, for the effective planning, organisation, control, monitoring and review of your arrangements for health and safety.

This means that active management for the purposes of health and safety has a more clear part in the law. EHOs who inspect for health and safety are more likely to ask about such matters as procedures,

management and training than they may have done in the past.

If you have five or more employees you must have a written statement of health and safety policy.

If you do not have the necessary knowledge and experience to deal with health and safety matters yourself, you should request a competent person to assist you in complying with requirements of health and safety laws.

Servery Areas

Equipment in servery areas should be in good repair and readily cleanable. Wooden utensils should be avoided. The layout should be such as to minimise any risk of cross-contamination of food during handling or display.

Uncovered foods on display should be protected from contamination by means of suitable enclosures or screening, and raw and cooked foods must be separated. Utensils for handling raw and cooked foods should be separated and preferably colour-coded to minimise risks.

High-risk foods are required to be maintained above 63°C or below 8° to prevent the growth of food-poisoning bacteria. Those high-risk foods for service or display can be maintained at ambient temperature for a maximum of four hours in any one period, and must then be consumed or held at below 8°C or above 63°C, 75C preferably.

A wash hand basin must be provided together with a constant supply of hot and cold water wherever food is handled, i.e. where serving, plating, topping up etc.

Space

Work areas should have sufficient floor area, height and space that are not taken up by equipment to ensure health and safety.

Ceilings, especially in cellars and stores, should be high enough to avoid accidents or have warning signs clearly displayed.

Low beams on staircases should be well padded to prevent injury and 'Mind your head' notices should be clearly displayed if there is an unavoidable risk of injury.

Staff Toilets and Washing Facilities

Wherever possible, staff toilets and sanitary facilities should be separate from those used by the public, particularly in the case of food handlers.

Ideally, separate facilities should be provided for male and female staff, but facilities may be shared by both sexes if the room is provided with all necessary facilities and is capable of being locked from the inside to assure the privacy of the occupant when in use.

Washing facilities should have hot and cold running water, soap and towels or other means of drying. Sinks used for food preparation or for cleaning glasses or equipment should not also be used as washbasins.



Structure

The building must be structurally sound.

Ventilation

Workplaces need to be adequately ventilated. Fresh, clean air should be drawn from a source outside the workplace, uncontaminated by discharges from flues, chimneys or other process outlets, and be circulated through the workrooms.

In cellars, ventilation is essential to ensure sufficient air changes in the cellar to eliminate mould growth and to maintain a suitable temperature level.

Boiler rooms located in beer cellars should be insulated, well ventilated to the open air, and effectively disconnected from beer storage areas.

Ventilation in bars and public areas is essential to ensure the adequate removal of stale air, food and other odours and for the circulation of fresh air throughout the bars, lounges and dining rooms.

A minimum of 8 to 10 air changes per hour is recommended.

Fire Precautions

The main causes of fire in licensed premises are: electrical equipment malfunction, gas fired equipment and heating appliances in general, heat from kitchen appliances and a lack of maintenance over a period of time. A simple monthly audit by management to check on the state of various pieces of equipment is a simple way to help alert management to the possibility of fire by simple checking and identifying potential sources of danger on a regular basis and keeping a note of such findings.

Fire Risk Assessment

It is now a legal requirement after its introduction on 1 October 2005 and this requires a formal risk assessment to have been completed to demonstrate due diligence and that the premises is safe for the public and staff to enter.

This will give a fire risk rating and actions you need to take to comply with the law. You should also have a Fire Safety Log in which to record all bell and alarm testing, emergency lighting and smoking detector testing and other areas of compliance duly detailed. You will need a Fire Safety Policy to indicate what the policy of the premises is, the staff training carried out and details of evacuation procedures. This will also highlight the overall Responsible Person, the Competent Person and if a large premises, those delegated to specific duties in an emergency and known as fire 'marshals'.

General fire precautions

You can summarise the above requirements by the following: Make sure your staff knows the location and purpose of all fire extinguishers. Water is suitable for fires of wood, paper and furnishings but not on electrical fires or flammable liquids (e.g. burning fat or

oil). Carbon dioxide extinguishers can be used on electrical fires. Dry powder extinguishers are also safe to use on flammable liquids and electrical fires involving ordinary household voltage.

Fire extinguishers usually recommended for pubs, hotels and restaurants are CO₂ water for combustible materials such as furnishings, tables etc, CO₂ Carbon dioxide for electrical equipment in the kitchen and cellar and as fire blanket for the kitchen as well.

There are other recommendations and you may find certain Fire & Rescue services suggest other types and you are advised to take advice from your local team if in doubt.

Staff should be trained in the use of fire extinguishers and in drills for evacuating the premises, calling the fire brigade and ensure that notices detailing the routes for escape are visible around trading areas, in letting room bedrooms and that escape routes are not blocked, locked or otherwise hidden.

Make sure that all fire extinguishers are accessible, on their hooks 300 mms off the ground, are in place and not 'gone missing' and regularly examined by a competent person or contractor on an annual basis and duly marked and dated as serviced.

Waste paper and rubbish

Remove rubbish frequently and at least after each work period. Rubbish should be stored outside the building in suitable bins with close-fitting lids. Inflammable rubbish like cartons and other packaging material should be stored in a safe place.

Electrical equipment

Check electrical equipment regularly to ensure that it is still in good order. For example, wires should be checked regularly for signs of fraying, light bulbs should not touch shades or get so close as to heat furnishings excessively. Do not allow sockets to be overloaded. Switch off appliances after use.

Gas fired equipment

Check that any pilot lights on gas appliances are clean and working properly. Grease can cause pilot lights to become deflected away from the main burners. Check that the main burners of ovens come on when they should. Keep cookers clean and have them checked and serviced regularly. An annual certificate of maintenance may be required for insurance purposes as well.

Heating appliances

Portable heaters may start a fire if knocked over so should not be placed where they are likely to be knocked. They should not be placed near to combustible material (such as curtains, chairs and tables etc).

Books and papers should not be put on heaters. Take care that loose papers and decorations cannot fall onto open fires or heaters (including night storage heaters).

Portable paraffin or oil heaters must be out and cold before being refilled. They should be refilled out of doors. Any such appliances would need to be maintained annually and a record kept, and a risk assessment carried out if such equipment is in use.

The likelihood of potential problems is high with all portable heating equipment and if at all possible, they should only be used if really necessary and then only under constant surveillance by a member of staff for instance, bar or waiting staff who are aware of the potential for danger.

Open fires should not be overloaded with fuel so that logs or coal can fall onto the hearth. Do not carry live coals from a fire.

Have chimneys swept regularly at the end of the winter or beginning of the next and may well be an insurance requirement. With older buildings there is the potential for leaks into adjoining areas including roof spaces for example.

Means of escape

Make sure that you have adequate means of escape in case of fire. Escape routes must not be allowed to become obstructed and it must be possible to open emergency exit doors easily from inside. If security is a problem, it may be possible to put alarms on fire exits - not to lock them.

There should be a notice in the bar and all letting rooms stating the route for escape and staff need to be aware of their responsibilities to ensure the safe exit of all those on the premises. If there are live in staff and if any letting rooms are occupied, then there must be some member of staff appointed to be responsible for these people in the event of an emergency.

This person would need a 'guest list' or 'rooms occupied' list of those residing on the premises each and every night so as to be able to prove that all persons were accounted for should there be an emergency. This list would need to be given to the attending senior fire officer from the Fire & Rescue Service.

All internal fire doors should be closed, should open outwards in the direction of escape and not be propped open with a wedge or fire extinguisher ever. Older doors that open inwards must always be secured open during times when the premises is open for licensable activities and open for members of the public to enter and when staff are working.

Action if a fire is discovered:

- ▶ Sound the alarm;
- ▶ Call the Fire Brigade (dial 999);
- ▶ Fight the fire if it is safe to do so. Do not put yourself at risk;
- ▶ If you are trapped by a fire: go into a room, close the door, put a blanket or carpet against the door to stop smoke and draught, go to the window and call for help.

Enforcement

Environmental Health Officers enforce the Health and Safety at Work etc Act 1974, Workplace Regulations 1992, Management of H&S Regulations 1999 and the Food Safety Act 1990 and Food Hygiene Regulations (England) 2006 and (EC)852/2004. This applies to hotels, restaurants, public houses as well as other legislations and regulations pertinent to the drinks industry.

The legislation provides officers with power of entry to examine premises, practices and documentation in order to assess compliance with the law.

If they have any particular concerns, EHOs can seize dangerous equipment, detain and remove foods that may not be suitable for consumption, and request information under caution if they are satisfied that an offence has been committed. Under normal circumstances, EHOs will send an informal written warning if any contraventions are found in the course of an inspection. They can, however, serve Improvement Notices requiring landlords to remedy problems.

If a health and safety defect poses an imminent risk of injury to health, a Prohibition Notice may be served, preventing a particular practice or use of equipment until specified works have been completed. In the case of serious risk of food poisoning, an Emergency Prohibition Notice may be served. This could involve the closure of the food business. Failure to comply with a notice constitutes an offence and the risk of prosecution.

The use of the above formal powers is a last resort when things have gone seriously wrong, but if you take time to get things right initially and manage risks effectively, you should find compliance with the law relatively straightforward. The EHO is there to help rather than hinder your business.

Various new laws, acts, legislation, regulations and statutory instruments have come into place since the advent of the Health and Safety at Work Act 1974, including the Health Act 2006 covering smoking in public places.

Inevitably it won't be the last piece of legislation governing what you can and can't do in a public house, or how you should or shouldn't do it! It's a grin and bear it situation, but keeping abreast of anything new that is going to change the way you run your premises may give you a head start!

Although this information has been prepared for the OnTrade Review with the utmost care, it is no substitute for the complete rules and regulations set down by the individual authorities, and is meant only as a guide. In order to comply with all the various requirements, it is a good idea to always get advice and your local EHO, H&S officers and fire offices will always be available to provide help and assistance. If in doubt, always ask first!!



A Safer Cellar

Accidents can happen anywhere but the cellar is the scene of more than its fair share.

The general regulations are covered in the overall Health Safety & Hygiene Regulations on the preceding pages. If you make sure staff are aware of the dangers and take a few basic precautions the majority of accidents can be easily avoided and you will ensure that you stay within the law.

A simple check list could be pinned up somewhere as a constant reminder - a few guidelines could include:

General

- ▶ No smoking. No animals allowed
- ▶ No unauthorised or untrained staff in the cellar
- ▶ Ensure cellar is lit and ventilated to minimum legal standards.

Access

- ▶ Plan a route around the cellar allowing easy access to pipes, barrels and equipment
- ▶ Never block access
- ▶ Never block ventilation
- ▶ Store equipment not in use safely
- ▶ Replace any item moved
- ▶ Clear away all rubbish including crates, packaging, and wrappings immediately
- ▶ Clear up spillages and broken glass immediately
- ▶ Never use cellar as an 'overflow' stockroom.

Drinks

Food can affect the flavour of beer - never store in cellar. Be aware that strong chemicals such as disinfectants can also affect the flavour of beer.

Hygiene

- ▶ Follow safety and hygiene procedures properly
- ▶ Clear spillages and breakages immediately
- ▶ Clean and properly store equipment after use
- ▶ Keep access clear
- ▶ Wear appropriate protective clothing

Regular maintenance

- ▶ Clean and seal walls and ceilings with a suitable material at least once a year
- ▶ Clear away mould and similar growths, if they reoccur locate the cause
- ▶ Follow recommended maintenance schedules for all equipment
- ▶ Use contractors and engineers recommended by the brewery or equipment manufacturer.
- ▶ Check all lights are working and spare bulbs are in easy reach
- ▶ Check ventilation system is working properly
- ▶ Check cellar temperature is kept at correct levels

Gas safety

CO2 gas is stored in liquid form at high pressure. Gas cylinders can be dangerous if not handled properly. To comply with the law you must display a CO2 safety warning. Always follow the correct procedures.

Handling and storage

Store cylinders securely until they are ready to be used. If possible they should be wedged horizontally. When in use cylinders should be secured in an upright position. Gas safety is paramount in the management of a cellar - observe the advice and you can be sure you'll be safe in the cellar.



Getting the Quality Right Starts in the Cellar

BOC Dispense Gas

Bar managers invest a great deal of effort in getting the atmosphere and facilities just right – good quality food, top quality beers, a clean and attractive environment – but it is just as important to ensure that the beer is dispensed properly, so that it has the best taste. Carl Goode of BOC Sureserve explains

In recent years, 'quality' has become an issue for the landlord just as much as the brewer. The dispense process needs to deliver a consistent product every time.

That includes: the way beer is pulled; the type of glass, nucleated and shaped so the carbon dioxide breaks out in exactly the right way; the way it is presented to the customer with the right head, at the right temperature, and with the right clarity and drinker appeal. Crucially, in addition to all these elements, the quality of the carbonating and nitrogenating gas has to be right – and that is where BOC Sureserve can help.

The key factors

First of all, it is vital to use a reputable supplier for your dispense gases, one who can supply food-grade gases in cylinders that meet industry safety standards. Among the items to check are the cylinders are fitted with positive pressure valves which prevent moisture getting in and corroding the cylinder, and that these

incorporate the correct outlets, ensuring that the high pressure mixed gas is not put onto a low pressure CO₂ regulator.

The cylinder label should carry all of the information you need to know: size, quality standard, nominal weight, nominal pressure, safety advice, dangerous goods information and the suppliers contact details (including emergency telephone number). All these are required by law. If your cylinders do not carry all of this information, send them back. And talking of safety, safety data sheets should be provided with your first delivery (additional copies can be downloaded free from www.BOCOnline.co.uk).

"In recent years, 'quality' has become an issue for the landlord just as much as the brewer.

The dispense process needs to deliver a consistent product every time"

Every cylinder should have a coloured test ring attached to the valve indicating when it is due for testing by your gas provider. Those due for testing in 2014 will have a blue round tag.

Check that the cylinder is the correct colour: CO₂ cylinders should have grey shoulders while mixed gas cylinders should have green shoulders. Dispense gas cylinders should be supplied to recognised food grade standards: for further guidance on this point check the BCGA guide Drink Dispense Gas Cylinders or choose your dispense gas supplier from the BBPA guide Carbon Dioxide in Cellars.



The cellar

It is a legal requirement for every licensee to complete a Confined Space Risk assessment. This can either be a self assessment – there is a step-by-step guide in the BOC Sureserve Risk Assessment pack – or, for extra piece of mind, carried out for you by a gas expert. Based on this, you will need to develop an action plan to minimise the risks highlighted, keeping a running record of the actions you take. You can guard against gas leaks by installing CO₂ monitoring and detection equipment, by increasing cellar ventilation and by setting out clear emergency procedures.

Carbon dioxide is heavier than air and is an asphyxiant. So if anyone is going into the cellar, they should always inform a colleague and say how long they expect to be.

Leak testing can be done by spraying an ammonia-free leak detection solution (ammonia reacts with brass and can corrode fittings) on all cylinder connections. If frothing or bubbling occurs there is a leak. The gas should be turned off immediately and corrective action taken before the cylinder is used again.

Ensuring that staff who change gas cylinders are trained in safe storage and handling will help ensure a safe environment. The ability to spot telltale signs of gas leakage (such as condensation build up on a cylinder, or loss of pressure on regulators when the cylinder is turned off) will reduce risks to a minimum.

Cellar management

Too many cylinders will reduce space in the cellar so keep only the number necessary for your business needs. Your gas provider will advise on how many beer barrels can be supplied from each cylinder. He will also be able to advise on delivery lead times allowing the stock levels to be optimised.

If cylinders are full they should be kept in an upright position, securely fastened to the wall. Empties can be laid down and chocked to prevent movement. Always keep gas cylinders in a secure environment. Wherever possible, store gas cylinders in a ventilated area. Forced ventilation may be needed if the cylinders are stored indoors.

Dispense gases are compressed under enormously high pressure. Dropping or throwing a cylinder risks damaging the valve and

causing the cylinder to leak – which can create an unsafe environment in a cellar, with the risk of carbon dioxide poisoning or asphyxiation.

Equally, because of the high pressure in the cylinders, you should never try to connect gas cylinders directly to a keg. Always use a suitable regulator. It ensures that the correct gas pressure is supplied to the keg. Without one, you risk serious injury to yourself and your staff.

Ensure you use the correct mix to dispense. Using the correct mix reduces fobbing and wastage. Alongside pure carbon dioxide, there are three carbon dioxide/nitrogen mixtures generally used in the UK:

- ▶ 30/70 (CO₂/N₂) for low carbonated ales and stouts
- ▶ 60/40 (CO₂/N₂) for lagers and ciders
- ▶ 50/50 (CO₂/N₂) used for some smooth beers and ciders

Using blending equipment will optimise stock numbers as you will only need two types of gas – CO₂ and 30/70 mixed gas.

Barriers to effective cellar management

Often, the initial costs associated with setting up effective cellar management can be off-putting. Yet a good well thought-out strategy will save you money in the long run – and more importantly the cellar will be safe.

Indeed, a lack of awareness about the potential dangers in the cellar can make such strategies seem expensive luxuries. But nothing could be further from the truth. Appropriate levels of safety are essential – and legally required – in all working environments.

BOC Sureserve offer a comprehensive package of products and services developed specifically for the hospitality market. We have a full range of dispense gases and can offer licensees a number of cellar management options to help ensure a safe working environment, from risk assessments through training and consultation to complete cellar management services.

And there is a further reason for ensuring you choose the best. It comes back to the quality issue. Better draught beer ultimately means better experience for the customer and more sales. Good stock control, good quality gas and the right equipment save money and increase productivity. Expert help is available if you want it.

Ask for their Card



Best Cellar

Ruth Evans MBE, Chief Executive of the BFBi, explains that training is as important in the cellar as it is behind the bar. Although unseen and "behind the scenes" it is vital to the smooth running of your on trade premises and delivery of high quality product to the consumer.

When your remote cooler breaks down; when you need a new font or hand pump installing; when your beer fobs - who do you call? You call a cellar service engineer who will either be employed direct by the brand owner, by a sub contracted installation company or who may be an independent company or self employed. The engineer needs a plethora of skills, from electrical to gas to plumbing, all of which come together to create a multi-skilled engineer with niche knowledge within the cellar. But - how can you be sure that they have the correct skills and training?

The sector works within the BBPA 5th Code of Practice for the Dispense of Beer by Pressure Systems in Licensed Premises (2005), endorsed by Health & Safety Executive to demonstrate compliance with the Pressure Systems Safety Regulations (PSSR). This Code of Practice ensures that, as long as industry demonstrates due diligence, we fall outside of certain prescriptive restrictions within confined space legislation and pressure vessel legislation. Competence of cellar service engineers is paramount to ensuring this due diligence. There has been no professional career pathway for cellar service engineers.... Until now.

Together with the Sector Skills Council and People 1st, BFBi created a professional career pathway via a National Apprenticeship Framework, comprising:

- ▶ Level 2 Technical Certificate in Cellar Service Installation & Maintenance - a nationally recognised qualification, accredited by BIIAB, providing body of evidence of minimum skills expected of cellar service engineers working on site within the UK.

In particular, the qualification encompasses knowledge of the two derogations our industry holds within confined space legislation and pressure equipment regulations, other issues addressed in detail are working on construction sites, working at height, manual handling and asbestos legislation.

- ▶ NVQ2 Drinks Dispense Systems - developed with People 1st, providing the practical assessment of a minimum best practice standard expected within the industry.
- ▶ NVQ3 Drinks Dispense Systems - revised with the input of People 1st, providing the "Gold Standard" for cellar service installation & maintenance engineers.

These qualifications have been developed by the industry, for the industry, together with the "buy in" of brand owners (AB InBev, Carlsberg, Diageo, Heineken UK, Molson Coors, Constellation), and regional brewers, including Shepherd Neame, Greene King, Wells & Young, McMullens, who gave their time and expertise to develop the qualifications.

Personal Accreditations

BFBi has produced a personal accreditation scheme alongside the nationally recognised qualifications above. The CSIM (Cellar Service Installation & Maintenance) card scheme represents the specific skills and knowledge required by cellar service engineers engaged by the hospitality industry on new builds and existing premises.

Guidance taken from the CDM 2007 Approved Code of Practice notes that a level 2 S/NVQ is generally taken as a reasonable benchmark of competence for a site based worker. The BFBi CSIM Scheme works to this principle.

The cards also meet the requirements of the Construction Design and Management Regulations 2007 (CDM) and range from a white card (level 2 Technical Certificate in Health & Safety and Survey of the Cellar) through Bronze Card (Level 2 Technical Certificate - all units), Silver Card (NVQ Level 2 Drinks Dispense) to Gold Card (NVQ Level 3 Drinks Dispense).

When you next have a problem with your dispense equipment, don't look for the yellow pages - that refrigeration engineer you look up will, most likely, not have the specific, technical knowledge needed to ensure safety and best practice within your cellar. Ensure that the cellar service engineer is trained and competent - ask for their card.

For a list of companies working in this area please contact info@bfbi.org.uk or go to www.bfbi.org.uk

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Don't Pay Twice for your Energy



Hubbard heat recovery

As much as 70% of the heat produced by the equipment in your cellar can disappear as ambient heat. With a Hubbard heat recovery system you can capture the otherwise wasted heat from your cooling and conditioning operations and re-use it to heat water, with numerous associated benefits.

You could expect to recoup the cost of installing heat recovery in as little as two years in an average sized installation, especially if your cellar equipment operates continuously.

Dougie Stoddart, Commercial Director of Hubbard Products says. "Using waste heat saves energy, but to feel the greatest benefits you need the correct system to optimise your heat recovery efficiency. Hubbard's full technical support service means that the correct heat recovery system will be specified to your needs, taking into account a number factors including: cellar size, heating and cooling requirements and the need for a combined or split system. Effective maintenance is also essential, which comes as standard with Hubbard's leading after sales service support."

Benefits of a Heat Recovery System

- ▶ Supplements the hot water system and can save on servicing expenses.
- ▶ Heat can be recycled from line coolers and white goods, such as tumble dryers, ice machines and heating boilers, leading to more efficient working temperatures and fewer equipment breakdowns.

- ▶ Improves cellar conditioning efficiency.
- ▶ Line coolers could be moved and shorter beer lines may save beer waste of up to £2000 a year.
- ▶ Improved EPC rating makes your business more attractive to potential buyers.
- ▶ Combined units negate the need for noisy equipment being fitted externally. Internal fitting relieves planning restrictions and frees up outside space, removing unsightly units from the exterior of the property.

Hubbard Products is the UK's principal designer, manufacturer and supplier of refrigeration and can advise on your refrigeration requirements across the whole premises. Dougie Stoddart continues: "It is important to take a look at your working practices to ensure your equipment is being used to the full and there aren't wasteful idling times. In the hospitality sector, heating and cooling needs peak and trough throughout the day and systems that cool continually can be wasteful. However our digital condensing units provide a variable capacity directly in proportion to usage."

Zenith Digital Condensing Units offer responsive performance directly reflecting the duty requirement at any given time, anywhere from 10% to 100% seamless, variable capacity. This flexibility saves energy during down times such as overnight unlike non-digital units, which need to consume energy regardless of the real-time requirement.

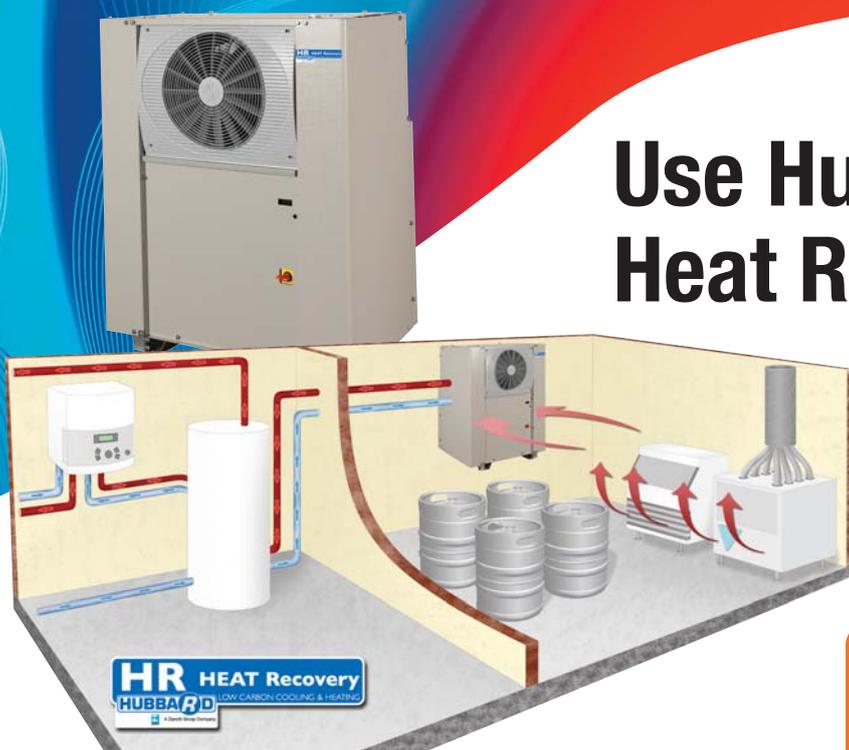
One of the most cost-effective cooling solutions available, Hubbard Zenith Digital Packaged Condensing Units were the first digital condensing units to feature on the Carbon Trust's Energy Technology List. Users can now also benefit from lower running costs and improved cash flows by claiming Enhanced Capital Allowance tax relief. The relief can be claimed for both capital expenditure and installation costs of ETL approved refrigeration equipment.

The Hubbard Heat Recovery Suite consists of

- ▶ Hubbard Premium - ECA Qualifying cellar conditioning
- ▶ Hubbard Zenith - High efficiency ECA Qualifying scroll packaged units
- ▶ Hubbard Econ-O-Mate and Econ-O-Pack – Heat recovery units for packaged condensing units
- ▶ Hubbard Air Transfer Unit – Measures and maintains cellar temperature by using external air source to reduce cooling costs
- ▶ Hubbard Heat Pump - Low Carbon Cooling & Heating – Air Source Heat Pump

Recover Heat, Recover Costs

Use Hubbard's Heat Recovery Systems



Capture waste heat produced by cellar conditioning compressors and condensers and convert it into a viable source of hot water for heating or washing with Hubbard's HP Heat Pump for cellars.

Heat up to 3000 litres of water
to 60°C each day.

Use it, don't lose it!

Use in conjunction with Hubbard's ETL listed Premium and Zenith cooling systems.

Hubbard Products has extended its Energy Technology List accreditation to include six of its Zenith Digital Packaged Condensing Units.

Zenith Digital solutions reduce the running costs of cellar cooling whilst improving reliability and extending component life. ECA accreditation now makes it one of the most cost-effective cooling solutions available.

www.hubbard.co.uk



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Cellar Art and Craft



Award winning licensee Mark Dorber, one of the leading authorities on cellarkeeping, sets out the general principles for the successful management of cask-conditioned ales

An avaricious brewer may define cellarmananship as the art of serving a continuous supply of saleable beer with the least financial loss. Here, compromises will be made on quality in order to fulfil the primary requirement of profit maximisation.

My view on the primary goal of cellarmananship, which, incidentally has not changed since August 1981, is the following:

To promote the most beauty in each cask of beer by developing the most interesting range of sound aromas and flavours; by nurturing wherever possible high levels of natural carbonation consistent with each beer style and, moreover, by serving each beer in a manner and at a temperature that enhances its aroma and flavour profile and creates an appropriate mouthfeel.

The above must follow the disciplines of good husbandry, continuity of supply and speedy turnover in order to keep the beer in each broached cask as fresh as possible.

The Techniques of Cellarmanship

1. Setting a Stillage

“Each cask broached and put on dispense should be consumed as quickly as possible; ideally within 24 to 48 hours unless a cask breather is used”

Securing a cask of beer: A stillage is the name given to any solid object that enables a cask of beer to be laid down and prevented from moving by means of the insertion of wooden wedges (also known as scotches or chocks). It is important that casks be set horizontally with the shive pointing straight at the ceiling. If a cask is stillaged with a forward tilt, sediment will fall to the front of the cask and be concentrated at the tap, leading to fouling of the tap and the need to draw off three or four pints of beer before the clarity and quality of the cask's contents can be judged accurately. If the cask is tilted backward, problems of unstable yeast and finings slurry slipping forward may arise when the cask is tilted in order to decant the final few gallons.

2. Conditioning

The purpose of conditioning is to reduce the level of carbon dioxide in the cask to enable a good finings action to occur and then to build up the level of carbonation appropriate to the style of beer.

Venting excess CO₂ is achieved by inserting/hammering a porous peg (“soft peg” made of soft wood, usually bamboo cane) into the sealed shive tut causing a sudden escape of gas and the immediate emergence of fobbing beer. This procedure should be carried out in a controlled way; i.e., the contents of each cask should be chilled to 11-13°C in order that a relatively calm and nonexplosive purging of excess CO₂ can take place

“The rule on the amount of time to soft peg beer is that there is no rule. It is entirely dependent upon the yeast fining regime adopted”

The object of soft pegging is to reduce the amount of CO₂ to the point at which the finings will prove effective.

It is also important that upon soft spiling, the cask should have an even distribution of finings and yeast. It is sensible to roll each cask vigorously before stillaging, securing and venting. The time taken for the beer to “work” through the soft peg will vary according to each yeast strain, the concentration of yeast cells per millilitre, and the yeast's general friskiness, along with the amount of residual



sugar/primings in the cask and the temperature/state of agitation of the cask. In the case of exceptionally lively beers, it may be necessary to replace the soft peg every hour for a day or more. The pegs sometimes become blocked with yeast and, occasionally a plug of dry hops may form underneath the soft peg, preventing the release of gas.

The rule on the amount of time to soft peg beer is that there is no rule. It is entirely dependent upon the yeast fining regime adopted. The object of soft pegging is to reduce the amount of CO₂ to the point at which the finings will prove effective.

But do not over vent. You are preparing the yeast for a marathon journey not a short sprint, hence the need to vent at low temperatures and avoid exhausting the supply of sugars. The tension to be observed is the need to produce clear beer and the imperative to stimulate good to high levels of CO₂ in solution.

Flat, clear beer is the norm in Britain. We drink with our eyes and then jazz up flat beer by forcing it through a tight sparkler. We cannot put our well-conditioned pale ales through a sparkler at the The Anchor without substantial wastage due to the relatively high level of CO₂ in solution.

Hard pegging should occur when a cask has "worked" to the point where it takes 3 to 10 seconds for the fob to re-form on top of the soft spile after being wiped clean, again depending upon the style and strength of the beer, the yeast/finings regime, and when the beer is required for dispense.

The soft peg should be replaced with a nonporous hard spile to prevent the escape of any more CO₂ and to slow down yeast activity.

"Dropping bright will now occur and is, in my experience, greatly assisted by a rising temperature. Again, it is a matter of trial and error with the yeast strains used"

Dropping bright will now occur and is, in my experience, greatly assisted by a rising temperature. Again, it is a matter of trial and error with the yeast strains used, but I have found that taking the ambient cellar temperature from 11-12°C up to 14-15°C for about 8 to 12 hours produces consistently bright, polished results across the range of ale yeasts used in Britain today.

Dropping bright times from hard pegging vary from four hours to four to five days.

Carbonating should now take place after a spell of warm conditioning at 14-15°C. It is important to chill back down to 11-13°C depending upon the temperature that your yeast is happy with. The lower the temperature tolerated by the yeast, the greater the level of carbonation possible.

Bass yeast remains one of the liveliest and most tolerant of yeast strains in Britain and will work happily at 10°C. After a four-week maturation period in the cellar at 10-11°C our pale ale has the most glorious, mouth caressing effervescence that one could wish for.

3. Maturation

This part of the process of cellaring beers, sadly, is seldom given much attention in practice. However, aging beers not only allows the appropriate level of carbonation to be generated but also allows the beer to dry out the effects of krausen or priming additions, thus taking away any insipid qualities from the palate of the beer. The fresh kiss of yeast, the hallmark of cask-conditioned ale or unfiltered lager, develops further impact and complexity during the process of maturation, be it in a lagering tank or in a cask.

Aging also enables the effects of dry hopping to achieve maximum impact after two weeks or so in cask, developing its own particular grace and delicacy of aroma. For beers such as low-gravity dark milds, we would expect to put the beer on dispense in the shortest time possible, perhaps only four or five days after racking, in order to promote the slightly sweet, fresh malt character of this supremely quaffable style.

We cellar ordinary 1040 original gravity pale ales for two weeks in order to extract the succulent malt characteristics and earthy Sussex hop flavours, but stop before the dual strain, spicy, clove-like yeast imprint becomes dominant. A period of two weeks also enables us to build up good levels of carbonation to provide the complementary mouthfeel so sought after.

I have successfully cellared Old ales for months; two months for Highgate Old (1050 og.) to a year in the case of Traquair House Ale and Adnam's Tally-Ho (1075 og.).

4. Dispense

The key areas to get right here are:

Temperature, ideally 10-13°C, depending upon the style of beer and the ambient temperature.

Please don't excessively chill a rich, biscuity, malty Scotch ale or an ester-laden, vinous barley wine. Therefore, pay attention to insulated beer lines (and beer engines) carrying beer from your cellar or chill cabinet behind the bar to the customers' glass.

Use either tap-fed gravity dispense or beer engines. If you use beer engines, decide which beers benefit from the use of sparkler attachments in order to produce a tight, creamy head. Stouts and dark milds can be enhanced by the use of sparklers, but think carefully and experiment before you connect a carefully crafted IPA to an 'Angram Pip'.

"If you use beer engines, decide which beers benefit from the use of sparkler attachments in order to produce a tight, creamy head"

Each cask broached and put on dispense should be consumed as quickly as possible; ideally within 24 to 48 hours unless a cask breather is used. It is not just a question of oxidation and acetification setting in, but the loss of CO₂. In all but the most carefully prepared casks, such loss will result in a notable loss of freshness and vitality, which matter a great deal to me.

For those of you who are preparing pale ales for cask-conditioned dispense, the following quote from the head brewer of Marston's in 1899 provides a rare insight into his perception of quality and indicates just how far brewing techniques had advanced from the 16th century:

"An ideal glass of ale should evidence stability, "star" brilliancy, absence of deposit or floating particles, a foaming, tenacious, creamy head, with beads of carbonic acid gas adhering to the sides of the glass; the ale when first poured out being as cloudy as milk, subsequently slowly clearing as the gas in solution rises to the surface of the liquid, forming the close head already mentioned, the flavour also being that suited for the district where it is to be consumed."

To paraphrase the late, great Bill Shankly, pioneering manager of Liverpool Football Club:

"Cask-conditioned ale is not a matter of life and death - it's much more important than that."



Andy Potter "The Bell" Walthamstow



Widge or Widget?

Mitch Adams, licensee of award winning pub, Thatchers Arms, test drives a solution to restricted cellar space that also improves yield and quality.

Satisfying consumer demand for increased choice, whilst maintaining quality, isn't always easy. On average, pubs are stocking around four real ale brands - but given the 'bijou' size of many cellars, it sometimes simply isn't feasible to stillage enough beer. Cask Widge claims to be a great space saving alternative, and the manufacturers believe their product helps improve beer quality too.

Whilst Cask Widge works on a similar principle to vertical extraction rods, the floating silicone hose & filter always takes beer from just below the surface. Not only does this mean that no sediment gets through until all of the saleable beer has been poured, but they say "By taking beer from below this sub-surface layer, any oxygenation and contamination is prevented from spreading down into the beer below, keeping the beer in its best condition".

The Cask Widge website (<http://www.caskwidge.com>) is very informative. Well made instructional videos and helpful case studies made getting started simple. Their online shop is straight forward to use and a starter kit for one firkin will set you back around £40+VAT. I found the kit exceptionally easy to use and the clarity and condition of the Crouch Vale Brewers Gold I served was superb right to the last pint. There is a little more cleaning involved for the kit between casks than a traditional tap, but it's a small price to pay if you really need that extra space.

Widge in Action

Sheena Valentine & Andy Pilgrim from The Victoria Inn, Colchester have spent around £400 on Cask Widge equipment. Their small cellar previously only had room to stillage enough beer for three handpulls. Since moving to Cask Widge 18 months ago they have increased their range to five beers and they now turn over up to 20 casks a week which would have been impossible beforehand.

They say the kit has paid for itself at least twice over just through the extra yield they get from each cask. They've also noticed a significant uplift in sales due to the increased range they are able to offer - almost certainly a factor in winning their first local CAMRA pub of the year title this year.

"I found the kit exceptionally easy to use and the clarity and condition of the Crouch Vale Brewers Gold I served was superb right to the last pint"

Another Cask Widge convert, Andy Potter, has been using the system at different pubs for four years. When he took over the Bell, Walthamstow a year ago he inherited a tiny cellar, Cask Widge was the only way of servicing the eight handpulls he wanted on the bar. Andy also praises the simplicity of Cask Widge, "Anybody can use it", he says, ensuring his beer quality and range doesn't suffer in his absence. Casks don't need to be lifted or tilted, they don't even need to be moved after delivery. Andy insists "It's the best thing since sliced bread".

Great Expectations



Growing Glory

Expect the best - and not only from yourself, says Tony Holman CEO of Crown Outdoor

The charlatans, pretenders and “me too’s” who came out of the woodwork during the boom times because it was so easy to make a quick buck have mostly moved on to pimping or drug dealing to make a decent living. For the less morally bankrupt amongst us, while it’s true that the margins are shot to bits, we are still in business and enjoying it.

At Crown we are expanding faster than ever, we have some brilliant loyal customers and it’s getting better every day. The halcyon pre-crash days have gone forever but the cranes are moving again and people are buying.

The fittest have survived and the best will only get better.

History shows that most activity, in business and in life, is governed by a cyclical process and as the old saying goes “what comes around goes around”.

Take for example my life so far: When I was 16 all I wanted from life was a girl with big tits. When I went to university I went for a girl with intellect, but she was boring so I dumped her. Then I went travelling and fell for a free spirit, but she was wild and got me into trouble. When I turned 30 and got respectable, found a smart ambitious girl and married her. She was so ambitious that she divorced me and took everything I owned. Now I’m a lot older and wiser I’ve finally realised that all I want from life is a girl with big tits!

This is the cyclical process, and likewise in business that distant recession simply speeded up the evolution process and condensed a decade of transition into a few devastating years of carnage. The fittest, the fastest, the visionaries and the luckiest survived.

Those who are left and still in gainful employment are competing for business at a much higher level because the dross has shut up shop and gone home. If you want to stay at the top of your game then you need to demand the best; and not only from yourself.

Some people say that if you refuse to accept anything but the best you will be disappointed. But that doesn’t mean you shouldn’t demand the best from your suppliers, your staff and your business. Even if your customers think you provide the best there’s no time to rest on your laurels, we all need to keep striving to find the next product, offering or innovation that sets us apart from the rest.

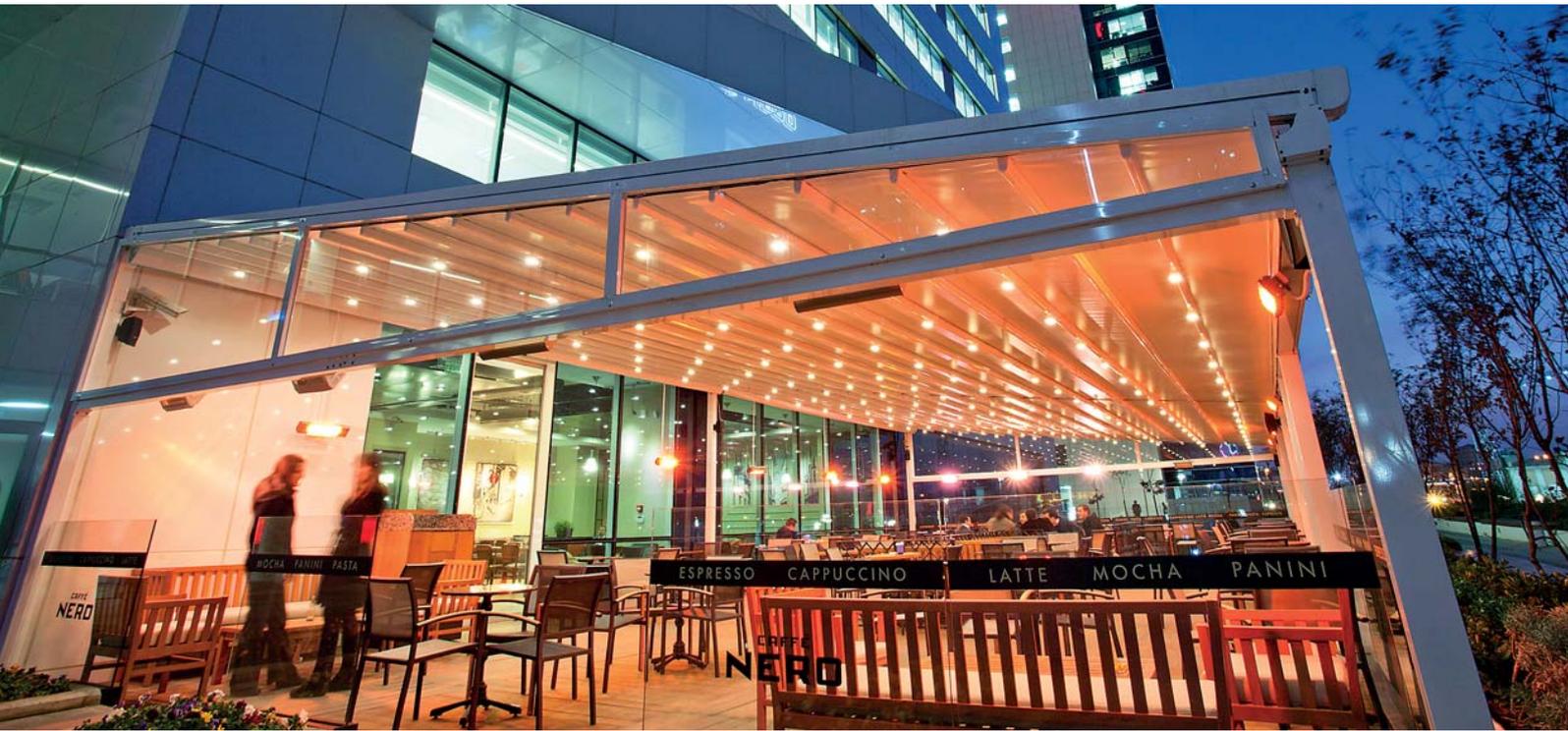
Always expect the best of yourself; your personal expectations determine your attitude, and your attitude determines your actions. Your actions, in turn, determine your results and when you expect to be a winner, you act like a winner. When you act like a winner, you are a winner.

Expect the best of every situation and ask yourself, “What’s so good about this? What can I learn personally? How can this help me to grow my life experience and my business? How can I use this to add value? When you look for the positives, you will find them. As Henry Ford once said; if you think you can or you think you can’t then you’re probably right.

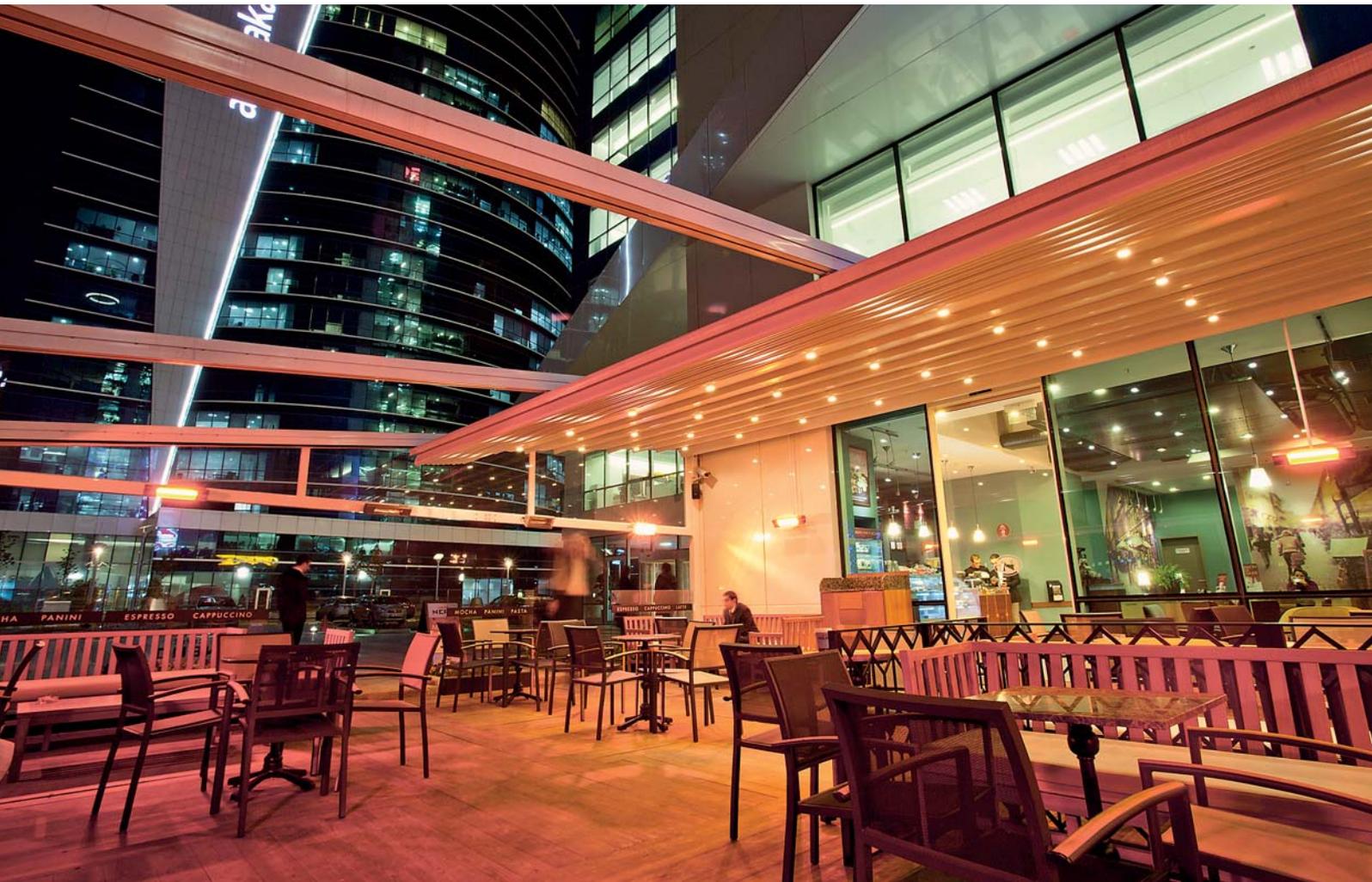
At Crown our business has evolved from awning and parasol supplier into the design, manufacture and installation of totally integrated turnkey year-round shading solutions that enhance and add dramatic value to our customers business.

We’re not the cheapest, but we are without question the very best at what we do. Our client base wants to pay BMW money for Bentley product and service, and it’s been tough; it’s crucified the margins and it’s not as much fun as chasing the girl with big tits - but the good times are back and long may they continue.

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Offbeat Crewe CW1 2BD 07530 770311 www.offbeatbrewery.com	Cornish Crown Brewery Penzance TR20 8XE 07870 998986 www.cornishcrown.co.uk	St Austell St Austell PL25 4BY 01726 74444 www.staustellbrewery.co.uk	Dent Dent LA10 5TQ 01539 625326 www.dentbrewery.co.uk	Loweswater Loweswater CA13 ORU 01900 85219 www.kirstile.com
Pied Bull Chester CH1 2HQ 01244 325829 www.piedbull.co.uk	Driftwood St Agnes TR5 ORT 01872 552428 www.driftwoodspars.com	Tintagel Condolden PL34 0HJ 01840 216671 www.tintagelbrewery.co.uk	Derwent Wigton CA7 4AG 01697 331522	Strands Nether Wasdale CA20 1ET 01946 726237 www.strandshotel.com
Redwillow Macclesfield SK11 7JL 01625 502315 www.redwillowbrewery.com	Fry's Boyton PL15 8NU 01566 785840 www.frysbrewery.co.uk	Warrior Redruth TR15 1SS 01736 788586 www.jameswarrior.com	Eden Brewery Ltd Brougham CA10 2DE 01768 210565 www.edenbrewery.com	Stringer's Beer Ulverston LA12 9EE 01229 581387 www.stringersbeer.co.uk
Robinson's Stockport SK1 1JJ 0161 480 6571 www.frederic-robinson.co.uk	Harbour Brewing Co Bodmin PL30 5BB 01208 832131 www.harbourbrewing.com	Wooden Hand Truro TR2 4TB 01726 884596 www.woodenhand.co.uk	Foxfield Foxfield LA20 6BX 01229 716238 www.princeofwalesfoxfield.co.uk	Abraham Thompson Barrow in Furness LA13 0AD 07708 191437
Spitting Feathers Chester CH3 7QT 01244 332052 www.spittingfeathers.org	Hogswood St Agnes TR5 0QE 01872 554224 www.hogswood.com	Cumbria	Geltsdale Brampton CA8 1TR 01697 741541 www.geltsdalebrewery.com	Tirril Long Marton CA16 6BN 01768 361846 www.tirrilbrewery.co.uk
Storm Macclesfield SK11 7HJ 01625 431234	Keltek Redruth TR15 1SS 01209 313620 www.keltekbrewery.co.uk	Barnegates Ambleside LA22 0NG 015394 36575 www.barnegatesbrewery.co.uk	Great Gable Wasdale CA20 1EX 019467 26229 www.greatgablebrewing.com	Ulverston Ulverston LA12 0LA 01229 584280 www.ulverstonbrewing.co.uk
Weetwood Ales Tarpорley CW6 0NQ 01829 752377 www.weetwoodales.co.uk	Lizard Ales St Keverne TR12 6PE 01326 281135	Beckstones Millom LA18 5HL 01229 775294	Greenodd Cumbria LA12 7QZ 07882 655294	Watermill Kendall LA8 9PY 01539 821309 www.watermillinn.co.uk
Woodlands Wrenbury CW5 8EX 01270 620101 www.woodlandsbrewery.co.uk	Longhill Brewery Whitstone EX22 6UG 01288 341466	Blackbeck Egremont CA22 2NY 01946 841661 www.blackbeckbrewery.co.uk	Hardknott Eskdale CA19 1TH 019467 23230 www.woolpack.co.uk	Yates Wigton CA7 3NX 01697 321081 www.yatesbrewery.co.uk
Cornwall	Paradise Hayle TR27 4HY 01736 753974	Bitter End Cockermouth CA13 9PJ 01900 828993 www.bitterend.co.uk	Hawkshead Kendal LA8 9LR 015394 822 644 www.hawksheadbrewery.co.uk	Whitehaven Brewing Co Ennerdale CA23 3AT 01946 861755 www.twbcl.co.uk
Ales of Scilly St Mary's TR21 0JY 01720 423233	Penpont Launceston PL15 7SY 01566 86069 www.penpontbrewery.co.uk	Bowness Bay Brewing Winster LA23 3NL 07768 116794 www.bownessbaybrewing.co.uk	Hesket Newmarket Hesket Newmarket CA7 8JG 016974 78066 www.hesketbrewery.co.uk	Winster Valley Winster LA23 3NR 01539 443443 www.thebrownhorseinn.co.uk
Atlantic Newquay TR8 4DX 0870 042 1714 www.atlanticbrewery.com	Penzance Brewing Penzance TR20 8DX 01736 740375	Coniston Coniston LA21 8HL 015394 41133 www.conistonbrewery.com	Jennings Cockermouth CA13 9NE 0845 1297185 www.jenningsbrewery.co.uk	
Blue Anchor Helston TR13 8EL 01326 562821 www.spingoales.com	Rebel Brewing Co Penryn TR10 8RT 01326 378517			

Derbyshire**Amber**

Ripley DE5 4AP
01773 512864
www.amberales.co.uk

Ashover

Chesterfield S45 0EW
01246 590888
www.ashoverbrewery.co.uk

Barlow

Barlow S18 7TR
0114 289 1767
www.barlowbrewery.co.uk

Black Iris Brewery

Derby DE1 3DZ
www.blackirisbrewery.co.uk

Bottle Brook Brewery

Belper DE56 0LU
01332 880051

Brampton Brewery Ltd

Brampton S40 2AR
07794 288504
www.bramptonbrewery.co.uk

Brunswick

Derby DE1 2RU
01332 290677
www.brunswickinn.co.uk

Buxton

Staden Grange SK17 9RZ
01298 72208
www.buxtonrealale.co.uk

Coppice Side

Heanor DE75 7SW
07790 305682
www.coppicesidebrewery.com

Dancing Duck

Derby DE21 6AQ
07887 556788
www.derbybrewing.co.uk

Derby

Derby DE22 3AZ
07581 122122
www.dancingduckbrewery.com

Derventio

Ashbourne DE6 5JP
07816 878129
www.derventiobrewery.co.uk

Falstaff

Derby DE23 6UH
01332 342902
www.falstaffbrewery.co.uk

Funfair

Ilkeston DE7 4LH
07971 540186
www.funfairbrewingcompany.co.uk

Globe

Glossop SK13 8HJ
01457 852417

Hartshorns Brewery

Derby DE21 4ED
07830 367125
www.hartshornsbrewery.com

Haywood Bad Ram

Ashbourne DE6 2AQ
07974 948427
www.callowtop.co.uk

Howard Town

Old Glossop SK13 8PT
01457 869800
www.howardtownbrewery.co.uk

Leadmill

Denby DE5 8PX
01332 883577
www.leadmillbrewery.co.uk

Leatherbritches

Ashbourne DE6 1LF
01335 864492

Marlpool

Heanor DE75 7NJ
www.marlpoolbrewing.co.uk

Middle Earth Brewing

Derby DE22 3LL
07905 604230
www.mebrewco.com

Mr Grundys

Derby DE1 3SL
01332 349806
www.georgianhousehotel.info

Muirhouse

Long Eaton NG10 4FZ
07916 590525
www.muirhousebrewery.co.uk

North Star Brewing Co

Ilkeston DE7 5EP
07521 961881
www.northstarbeers.co.uk

Nutbrook

Ilkeston DE7 6LA
0800 458 2460
www.nutbrookbrewery.com

Peak Ales

Bakewell DE45 1EX
01246 583737
www.peakales.co.uk

Raw

Staveley S43 3LJ
01246 475445
www.rawbrew.com

Rowditch

Derby DE22 3LL
01332 343123

Shottle Farm Brewery

Shottle DE56 2DS
01773 550056
www.shottlefarmbrewery.co.uk

Spire

Staveley S43 3JT
01246 410005
www.spirebrewery.co.uk

John Thompson

Ingleby DE73 7HW
01332 852469

Thornbridge Hall

Bakewell DE45 1NZ
01629 641000
www.thornbridgebrewery.co.uk

Tollgate

Woodville DE11 7EH
01283 229194

Townes

Chesterfield S43 3TT
01246 472252

Wentwell Brewery

Derby DE21 4PW
07900 475755
www.wentwellbrewery.com

Whim Ales

Nr Buxton SK17 0AX
01298 84991

Wild Walker

Derby DE24 8ZF
01332 766195
www.wildwalker.co.uk

Wirksworth Brewery

Wirksworth DE4 4DR
07967 134180
www.wirksworthbrewery.co.uk

Devon**Barum**

Barnstaple EX31 1PD
01271 329994
www.barumbrewery.co.uk

Bays Brewery Ltd

Paignton TQ4 7QR
01803 554936
www.baysbrewery.co.uk

Beer Engine

Exeter EX5 5AX
01392 851282
www.thebeerengine.co.uk

Branscombe Vale

Seaton EX12 3DP
01297 680511

Bridgetown Brewery

Totnes TQ9 5AD
01803 863214

Clearwater

Torrington EX38 7HP
01805 625242

Country Life

Bideford EX39 5AP
01237 420808
www.countrylifebrewery.co.uk

Dartmoor

Princetown PL20 6QX
01822 890789
www.princetownbreweries.co.uk

Devon Brewing Co

Yelland EX31 3EN
07976 724243
www.devonbeer.co.uk

Devon Earth Brewery

Paignton TQ3 2AQ
07927 397871

Exeter

Exminster EX6 8DZ
01392 823013
www.exeterbrewery.co.uk

Exe Valley

Silverton EX5 4HF
01392 860406

Forge

Hartland EX39 6EE
01237 440015
www.forgebrewery.co.uk

Garage Brewery

Plympton St Maurice PL7 1NH
01752 337025
www.garagebrewery.co.uk

Heddon Valley Ales

Heddon Valley EX31 4PY
01598 763230
www.thehuntersinn.net

Holsworthy

Holsworthy EX22 6RR
01566 783678
www.holsworthyales.co.uk

Hunter's

Ipplepen TQ12 5UE
07530 891862
www.huntersbrewery.co.uk

Isca

Dawlish EX7 0JT
07773 444501

Jollyboat

Bideford EX39 2AU
01237 424343

O'Hanlon's

Whimble EX5 2NY
01404 822412
www.ohanlons.co.uk

Otter

Honiton EX14 4SA
01404 891285
www.otterbrewery.com

Plymouth Beer Co

Plymouth PL1 3HQ
01752 660837
www.plymouthbeercompany.co.uk

Quercus Brewery Ltd

Churchstow TQ7 3QH
01548 854888
www.quercusbrewery.com

Red Rock

Bishopsteignton TQ14 9TD
07894 035094
www.redrockbrewery.co.uk

South Hams

Kingsbridge TQ7 2SE
01548 581151
www.southhamsbrewery.co.uk

Summerskills

Billacombe PL9 7BG
01752 481283
www.summerskills.co.uk

Teignworthy

Devon TQ12 4AA
01626 332066

Topsham Ales

Topsham EX3 0HR
01392 873471
www.topsham-ales.co.uk

Wizard

Ilfracombe EX34 8PY
www.wizardales.co.uk

Dorset**Art Brew**

North Chideock DT6 6JY
07881 783626
www.artbrew.co.uk

Blackmore Ales

Stourton Caundle DT10 2JW
01963 362405

Corfe Castle Brewery

Wareham BH20 9BP
01929 480730

Dorset

Weymouth DT4 8TR
01305 777515
www.dcales.com

Dorset Piddle Brewery

Piddlehinton DT2 7UA
01305 849336
www.dorsetpiddlebrewery.co.uk

DT Ales

Upwey DT3 5LA
01305 812558
www.theroyalstandardupwey.co.uk

Hall & Woodhouse

Blandford St Mary DT11 9LS
01258 452141
www.hall-woodhouse.co.uk

Isle of Purbeck

Studland BH19 3AU
01929 450227

Mighty Hop

Lyme Regis DT7 3AD
01297 445358
www.mightyhoppbrewery.co.uk

Palmers

Dorset DT6 4JA
01308 422396
www.palmersbrewery.com

Sherborne

Bridport DT9 3EH
01935 812094
www.sherbornebrewery.co.uk

Small Paul's Brewery

Gillingham SP8 4SS
01747 823574

Sunny Republic Brewing

Winterborne Kingston
DT11 9AT
01929 471600
www.sunnyrepublic.com

Town Mill

Lyme Regis DT7 3PU
01297 444354
www.townmillbrewery.com

Wayland's Sixpenny

Sixpenny Handley SP5 5NU
01725 762006
www.sixpennybrewery.co.uk

Dumfriesshire**Andrews Ales**

Cumertrees DG12 5QG
01461 700387

Durham**Black Paw**

Bishop Auckland DL14 7AX
01388 602144
www.blackpawbrewery.co.uk

Camerons

Hartlepool TS24 7QS
01429 266666
www.cameronsbrewery.com

Consett Ale Works

Consett DH8 6NE
01207 502585
www.thegreyhorse.co.uk

Durham

Bowburn DH6 5PF
0191 377 1991
www.durham-brewery.co.uk

Four Alls

Richmond DL11 7BP
01833 627302

Gambling Man Brewing

Willington DL15 0BG
07545 464968
www.gamblingmanbrewco.com

Hill Island

Durham DH1 3RA
01207 288750
beamish-www.hill.co.uk/stables

Just A Minute Brewery

Spennymoor DL16 7RS
07586 896091
www.justaminutebrewery.co.uk

Leamside Ale Co Ltd

Leamside DH4 6QQ
0191 5842394
www.threehorseshoesleamside.co.uk

Stables

Beamish DH9 0YB
07740 932584

Weard'Ale

Beamish DH9 0YB
07740 932584

Windlestone

Stillington TS21 1FD
www.windlestonebrewery.co.uk

Yard of Ale Brewing Co

Ferryhill DL17 0DH
01740 655724
www.thesurteesarms.co.uk

Edinburgh & The Lothians**Alechemy Brewing Ltd**

Livingston EH54 9BX
07748 156973
www.alechemybrewing.com

Barney's Beer Ltd

Edinburgh EH9 1PL
07512 253660
www.barneysbeer.com

Essex**Bishop Nick Ltd**

Felsted CM6 3ET
01371 822814
www.bishopnick.com

Brentwood

Brentwood CM15 9JH
01277 375760
www.brentwoodbrewing.co.uk

Colchester Brewery Ltd

Wakes Colne CO6 2DY
01787 829422
www.colchesterbrewery.com

Crouch Vale

Chelmsford CM3 5ZA
01245 322744
www.crouch-vale.co.uk

Deverells Brewery

Grays M17 6ST
07843 627791

Famous Railway

Colchester CO7 0DT
01206 302581

Farmer's Ales

Maldon CM9 4QE
01621 851000
www.maldonbrewing.co.uk

Felstar

Felsted CM6 3JT
01245 361504
www.felstarbrewery.co.uk

The Hart of Stebbing

Stebbing CM6 3SQ
01371 856383

Harwich Town

Harwich CO12 3NA
01255 551155
www.harwichtown.co.uk

Hop Monster

Great Wakering SS3 0AG
07771 871255
www.hopmonster.co.uk

Indian Summer

Saffron Walden CB10 2NH
07986 637826
www.bombayblonde.co.uk

Mersea Island

Colchester CO5 8SX
01206 385900
www.merseawine.com

Mighty Oak Brewing

Maldon CM9 6TW
01621 843713
www.mightyoakbrewery.co.uk

Nethergate

Pentlow CO10 7JJ
01787 283220
www.nethergatebrewery.co.uk

Pitfield

Colchester CO6 4AJ
0845 833 1492
www.pitfieldbeershop.co.uk

Red Fox

Coggeshall CO6 1RY
01376 563123
www.redfoxbrewery.co.uk

Saffron

Bishops Stortford CM22 6BJ
01279 850923
www.saffronbrewery.co.uk

Shalford

Essex CM7 5EY
01371 850952
www.shalfordbrewery.co.uk

Sticklegs

Great Bromley CO7 7TL
07962 012906
www.sticklegs.co.uk

Vens Brewing Co Ltd

Rawreth SS11 8SY
01268 574477
www.vensbrewing.co.uk

Wibblers Brewery Ltd

Chelmsford CM6 3EP
01621 74155

Glamorgan**Gower Brewery Co Ltd**

Oldwalls SA3 1HA
07967 484356
www.gowerbrewery.com

Grey Trees Brewery

Llwydcoed CF44 0YE
01685 873924

Violet Cottage Brewery

Gwaelod-y-Garth CF15 9HH
02920 810408

Gloucestershire**Battledown**

Cheltenham GL52 6EJ
01242 693409
www.battledownbrewery.com

Bespoke Brewing Co

Mitcheldean GL17 0DD
01594 546557
www.bespokebrewery.co.uk

Cotswold

Lower Slaughter GL54 2HN
07760 889100
www.cotswoldlager.com

Cotswold Lion Brewery

Coberley GL53 9QY
01242 870164
www.cotswoldlionbrewery.co.uk

Cotswold Spring

Chipping Sodbury BS37 6RX
01454 323088
www.cotswoldbrewery.com

Donnington

Stow on the Wold GL54 1EP
01451 830603

Freeminer

Cinderford GL14 3JA
01594 827989
www.freeminer.com

Gloucester Brewery Ltd

Gloucester GL1 2EH
01452 690541
www.gloucesterbrewery.co.uk

Goff's

Winchcombe GL54 5NS
01242 603383
www.goffsbrewery.com

Halfpenny

Lechlade GL7 3AE
01367 252198
www.halfpennybrewery.co.uk

May Hill Brewery

Longhope GL17 ONG
01452 830222
www.mayhillbrewery.com

Nailsworth

Nailsworth GL6 0HH
01453 839343
www.nailsworth-brewery.co.uk

Prescott

Cheltenham GL51 8HE
07526 934866
www.prescottales.co.uk

Severn Vale

Dursley GL11 5HS
01453 547550
www.severnvalereading.co.uk

Stanway

Cheltenham GL54 5PQ
01386 584320
www.stanwaybrewery.co.uk

Stroud

Stroud GL5 2BU
07891 995878
www.stroudbrewery.co.uk

Towles' Fine Ales Ltd

Bristol BS5 0DB
0117 3213188
www.towlesfineales.co.uk

Uley

Uley GL11 5TB
01453 860120
www.uleybrewery.com

Whittington's

Newent GL18 1LS
01531 890223
www.whittingtonsbrewery.co.uk

Wickwar

Wickwar GL12 8NB
0870 7775671
www.wickwarbrewing.co.uk

Greater Manchester**All Gates**

Wigan WN1 1JU
01942 234976
www.allgatesbrewery.com

Bank Top

Bolton BL1 8RA
01204 595800
www.banktopbrewery.com

Bazens'

Salford M7 2BL
0161 708 0247
www.bazensbrewery.co.uk

Blackedge Brewing Co

Honwich BL6 7JH
07719 438587
www.blackedgebrewery.co.uk

Boggart Hole Clough

Moston M9 4FP
0161 277 9666
www.boggart-brewery.co.uk

Bootleg

Horse & Jockey M21 9HS
0161 860 7794
www.horseandjockeychorlton.com

Brewhouse

Bolton BL7 7LG
01204 301372

Brightside

Bury BL8 1NW
07870 207442
www.brightsidebrewing.co.uk

Dunham Massey Brewing Co

Dunham Massey WA14 4TY
0161 929 0663
www.dunhammasseybrewing.co.uk

Greenfield

Saddleworth OL3 7NH
01457 879789
www.greenfieldrealale.co.uk

Green Mill Brewery

Rochdale OL11 2LS
07896 702328

Holt

Cheetham M3 1JD
0161 834 3285
www.joseph-holt.com

Hornbeam

Denton M34 3RU
0161 320 5627

Hydes

Manchester M15 5PH
0161 226 1317
www.hydesbrewery.com

Irwell Works

Bury BL0 9AZ
www.irwellworksbrewery.co.uk

JW Lees

Middleton Junction M24 2AX
0161 643 2487
www.jwlees.co.uk

Leyden

Bury BL9 6SP
0161 764 6680

Marble

Manchester M4 4HY
0161 819 2694
www.marblebeers.co.uk

Mayflower

Wigan WN1 1XL
01257 400605
www.mayflowerbrewery.co.uk

Millstone

Mossley OL5 9JL
01457 835835
www.millstonebrewery.co.uk

Outstanding

Bury BL9 6AW
0161 764 7723
www.outstandingbeers.com

Phoenix

Heywood OL10 2EP
01706 627009

Pictish

Rochdale OL16 5LB
01706 522227
www.pictish-brewing.co.uk

Prospect Brewery

Standish WN6 0AY
01257 421329
www.prospectbrewery.com

Saddleworth

Oldham OL3 6LW
01457 820902

Shaws

Duckinfield SK16 5LX
0161 330 5471
0161 4773333

Wilson Potter Brewery

Middleton M24 2QZ
0161 6546446
www.wilsonpotterbrewery.co.uk

Gwent**Tiny Rebel Brewery**

Newport NP20 2NN
07980 798268
www.tinyrebel.co.uk

Tudor Brewery

Abergavenny NP7 7RZ
01873 851696
www.tudor-brewery.co.uk

Hampshire**Andwell**

Warnborough RG29 1HA
01256 704412
www.andwells.com

Batch Brew

Winchester SO23 8TG
07917 035625
www.batchbrew.com

Botley

Botley SO30 2EA
01794 518918

Bowman

Droxford SO32 3QY
01489 878110
www.bowman-ales.com

Dancing Man Brewery

Southampton SO14 2NY
023 80337232
www.dancingmanbrewery.com

Emsworth Brewery

Emsworth O10 7DY
07717 510294

Flack Manor

Romsey SO51 0HR
01794 518520
www.flackmanor.co.uk

Flowerpots

Alresford SO24 0QQ
01962 771534
www.flowerpots-inn.co.uk

Fulflood Arms Brewery

Winchester SO22 5EF
01962 842996

Havant

Waterlooville PO8 8HT
023 9225 2118
www.thehavantbrewery.co.uk

Hensting

Owlesbury SO21 1LE
www.henstingbrewery.org.uk

Itchen Valley

New Alresford SO24 9QF
01962 735111
www.itchenvalley.com

Irving & Co Brewers Ltd

Portsmouth PO6 1TQ
023 9238 9988
www.irvingbrewers.co.uk

Longdog Brewery

Basingstoke RG22 6NQ
01256 324286
www.longdogbrewery.co.uk

Oakleaf

Gosport PO12 1AJ
02392 513222
www.oakleafbrewing.co.uk

Red Shoot

Ringwood BH24 3QT
01425 475792

Ringwood

Ringwood BH24 3SP
01425 471177
www.ringwoodbrewery.co.uk

Sherfield

Sherfield-on-Loddon RG27 0EL
07906 060429
www.sherfieldvillagebrewery.co.uk

Triple fff

Alton GU34 5HN
01420 561422
www.triplefff.com

Upham

Upham SO32 1FL
01489 861383
www.uphambrewery.co.uk

Vibrant Forest Brewery

Totton SO40 9FR
02380 669204
www.vibrantforest.co.uk

Herefordshire**Arrow Brewery**

Kington HR5 3BJ
01544 230685

Brew On

Whitbourne WR6 5SH
01584 711031
www.brew-on.co.uk

Hereford

Hereford HR1 2QD
01432 342125

Mayfields

Leominster WR6 5AS
01531 640015

Saxon City

Hereford HR1 4HG
01432 890602
www.herefordcasks.co.uk

Shoes

Hereford HR4 7BH
01544 318375

Wye Valley

Stoke Lacy HR7 4HG
01885 490505
www.wyevallybrewery.co.uk

Hertfordshire**Buntingford**

Royston SG8 9NW
01763 250749
www.buntingford-brewery.co.uk

Green Tye

Much Hadham SG10 6JP
01279 841041
www.gtbrewery.co.uk

McMullen

Hertford SG14 1RD
01992 584911
www.mcmullens.co.uk

Old Cross

Hertford
SG14 1JA
01992 583133

Red Squirrel

Hertford SG14 1NN
01992 501100
www.redsquirellbrewery.co.uk

Sawbridgeworth

Sawbridgeworth CM21 9JJ
01279 722313
www.the-gate-pub.co.uk

Tring

Tring HP23 6AF
01442 890721
www.tringbrewery.com

Verulam

St Albans AL1 1PQ
01727 860535
www.farmersboynet

Isle of Man**Bushy's**

Braddan IM4 1JE
01624 661244
www.bushy's.com

Doghouse Brewery Ltd

Jurby IM7 3BD
01624 890039

Okells

Douglas IM2 1QG
01624 699400
www.okells.co.uk

Old Laxey

Laxey IM4 7DA
01624 863214

Isles of Scilly**Ales Of Scilly**

St Mary's TR21 0NS
01720 423233

Isle of Wight**Goddards**

Ryde PO33 1QF
01983 611011
www.goddards-brewery.co.uk

Island

Newport PO30 4LZ
01983 821731
www.isleofwightbrewery.com

Yates'

Ventnor PO38 1XG
01983 731731
www.yates-brewery.co.uk

Kent**Black Cat**

Groombridge TN3 9NJ
07948 387718
www.blackcat-brewery.com

Canterbury Ales

Canterbury CT4 7HF
01227 732541
www.canterbury-ales.co.uk

Canterbury Brewers

Canterbury CT1 2RU
01227 455899
www.thefoundrycanterbury.co.uk

Goody Ales Ltd

Herne CT6 7NP
01227 361555
www.goodyales.co.uk

Goacher's

Maidstone ME15 6TA
01622 682112
www.goachers.com

Hopdaemon

Newnham ME9 0NA
01795 892078
www.hopdaemon.com

Hop Fuzz Brewery

West Hythe CT21 4NB
01303 230304
www.hopfuzz.co.uk

Kent

Birling ME19 5JN
01634 780037
www.kentbrewery.com

Larkins

Edenbridge TN8 7BB
01892 870328

Millis

Dartford DA4 9LB
01322 866233

Nelson

Chatham ME4 4TE
01634 832838
www.nelsonbrewingcompany.co.uk

Old Dairy

Rolvenden TN17 4JD
01580 243185
www.olddairybrewery.com

Ramsgate

Isle of Thanet CT10 2YD
01843 580037
www.ramsgatebrewery.com

Ripple Steam Brewery

Sutton CT15 5DH
07917 037611
www.ripplesteambrewery.co.uk

Rockin Robin Brewery

Maidstone ME15 9RS
07779 986087

Shepherd Neame

Faversham ME13 7AX
01795 532206
www.shepherdneame.co.uk

Swan on the Green

Maidstone ME18 5JW
01622 812271
www.swan-on-the-green.co.uk

Tir Dha Ghlas Brewing

Dover CT17 9BY
01304 211666
www.cullinsyard.co.uk

Tonbridge

Tudeley TN11 0NW
01732 366770
www.tonbridgebrewery.co.uk

Wantsum

Hersden CT3 4AL
0845 0405980
www.wantsumbrewery.co.uk

Westerham

Edenbridge TN8 6SA
01732 864427
www.westerhambrewery.co.uk

Whitstable

Whitstable ME17 2AY
01622 851007
www.whitstablebrewery.info

Lancashire**Arkwright's**

Preston PR1 6DQ
01772 201591
www.realaleshop.net

Bowland

Clitheroe BB7 3LQ
07952 639465
www.bowlandbrewery.com

Burscough

Burscough L40 4BY
01704 893799
www.burscoughbrewery.co.uk

Cross Bay

Morecambe LA3 3PT
01524 39481
www.crossbaybrewery.co.uk

Fuzzy Duck

Poulton le Fylde FY6 8JY
07904 343729
www.fuzzyduckbrewery.co.uk

Garthela

Blackburn BB2 7AT
07919 847214
www.garthelabrewhouse.co.uk

Hart

Little Eccleston PR3 OYP
01995 671686

Hopstar

Darwen BB3 2AF
01254 873040

Lancaster

Lancaster LA1 3PQ
01524 848537
www.lancasterbrewery.co.uk

Lytham Brewery Ltd

Lytham St Annes
01253 737707

Moonstone

Burnley BB11 1TQ
01282 830909
www.moonstonebrewery.co.uk

Moorhouses

Burnley BB1 5EN
01282 422864
www.moorhouses.co.uk

Reedley Hallows

Burnley BB11 5SS
07749 414513
www.reedley-hallows-brewery.co.uk

Rosendale

Haslingden BB4 5AF
01706 214021
www.rosendalebrewery.co.uk

Three B's

Blackburn BB2 5JR
01254 207686
www.threebsbrewery.co.uk

Thwaites

Blackburn BB1 5BU
01254 686868
www.thwaites.co.uk

Worsthorne

Burnley BB1 5BU
07815 708289
www.worsthornebrewingcompany.co.uk

Leicestershire**Barrowden**

Oakham LE15 8EQ
01572 747247
www.exeterarms.com

Belvoir

Old Dalby LE14 3LX
01664 823455
www.belvoirbrewery.co.uk

Dow Bridge

Catthorpe LE17 6DA
01788 869121

Everards

Narborough LE19 1BY
0116 201 4100
www.everards.co.uk

Golden Duck Brewery

Appleby Magna DE12 7AH
07846 295179
www.goldenduckbrewery.com

Grainstore

Oakham LE15 6RE
01572 770065
www.grainstorebrewery.com

Langton Brewery

Market Harborough LE16 7TU
07840 532826

Long Lane

Coalville LE67 3PN
01530 813800
www.matchlesshomebrewing.co.uk

Parish

Somerby LE14 2JQ
01664 454801

Shardlow

Shardlow DE72 2HL
01332 799188

Lincolnshire**8 Sail**

Heckington NG34 9JW
07866 183479

Axholme Brewing Co

Luddington DN17 4QT
07551 910040
www.axholmebrewing.co.uk

Bacchus

Sutton-on-Sea LN12 2EY
01507 441204
www.bacchushotel.co.uk

Bateman

Wainfleet PE24 4JE
01754 880317
www.bateman.co.uk

Blue Bell

Holbeach St Marks PE12 8EX
01406 701000
www.bluebellbrewery.co.uk

Blue Cow

South Witham NG33 5QB
01572 768432
www.thebluecowinn.co.uk

Brewster's

Grantham NG31 7XU
01476 566000
www.brewsters.co.uk

Cathedral Ales

Lincoln LN2 5DH
01636 822255

Cathedral Heights

Lincoln LN4 2UO
07545 090318
www.chbrewery.co.uk

Darktribe

Scunthorpe DN17 3AJ
01724 782324
www.darktribe.co.uk

Fulstow

Louth LN11 0XH
01507 363642
www.fulstowbrewery.co.uk

Grafters Brewery

Willingham-by-Stow DN21 5JZ
01427 788340

Highwood/Tom Wood

Grimsby DN31 2SG
01472 255500
www.tom-wood.com

Hopshackle

Market Deeping PE6 8LD
01778 348542
www.hopshacklebrewery.co.uk

Leila Cottage Brewery

Skegness PE25 1ND
01754 872268

Melbourn

Lincolnshire PE9 2PA
01780 752186
www.melbournbrothers.co.uk

Newby Wyke

Little Bytham NG33 4RA
01780 411119
www.newbywyke.co.uk

Oldershaw

Grantham NG13 9HB
01476 572135
www.oldershawbrewery.com

Poachers

North Hykeham LN6 9SP
01522 807404
www.poachersbrewery.co.uk

Riverside

Skegness PE24 4BY
01754 881 288

Sleaford

Sleaford NG34 8GL
07854 829718
www.hopmeup.co.uk

Willy's

Cleethorpes DN35 8RQ
01472 602145

London**Beavertown Brewery**

London N1 5AA
020 30060794
www.beavertownbrewery.com

Botanist Brewery

Richmond TW9 3AA
020 89484838
www.thebotanistkew.com

Brew Wharf

Stoney Street SE1 9AD
www.brewwharf.com

Brodie's

Leyton E10 6AE
07828 498733
www.brodiesbeers.com

By The Horns

London SW17 0BQ
020 34177338
www.bythehorns.co.uk

Camden

Camden Town NW5 3NN
020 7485 1671
www.camdentownbrewery.com

East London

Lammas Road E10 7QB
07900 288873
www.eastlondonbrewing.com

The Florence Brewhouse

Dulwich SE24 ONG
020 7326 4987

Fuller's

Chiswick W4 2QB
0208 996 2000
www.fullers.co.uk

Hackney Brewery Ltd

London E2 8BB
020 34899595
www.hackneybrewery.co.uk

Ha'penny

Ilford IG2 7TD
020 8262 9712
www.hapenny-brewing.co.uk

Kernel

Druid St SE1 2HQ
07757 552636
www.thekernalbrewery.com

Little Brew

London NW1 0HT
07817 001376
www.littlebrew.co.uk

London Brewing Co

London N6 4AB
020 83410510
www.londonbrewing.com

London Fields

London Fields E8 3SB
020 7254 7174
www.londonfieldsbrewery.co.uk

Meantime

Greenwich SE7 8RX
020 8293 1111
www.meantimebrewing.com

Moncada Brewery

London W10 5AS
020 89640829
www.moncadabrewery.co.uk

Redchurch

Poyser St E2 9RF
07968 173097
www.theredchurchbrewery.com

Redemption

Tottenham N17 0XL
020 8885 5227
www.redemptionbrewing.co.uk

Sambrook's

Battersea SW11 3QG
020 7228 0598
www.sambrooksbrewery.co.uk

Tap East Pub & Brewery

Stratford E20 1EE
020 85554467
www.tapeast.co.uk

Twickenham

Twickenham TW2 6SP
020 8241 1825
www.twickenham-fine-ales.co.uk

Zerodegrees

Blackheath SE3 0TJ
020 8852 5619

Merseyside**Brimstage Brewing Co**

Brimstage CH63 6HY
0151 3421181

Cains

Liverpool L8 5XJ
0151 709 8734
www.cains.co.uk

George Wright

St Helens WA11 8LU
01744 886686
www.georgewrightbrewing.co.uk

Liverpool Craft

Merseyside L3 7DD
07948 918740
www.liverpoolcraftbeer.co.uk

Liverpool One

Merseyside L3 6DL
0151 236 9400
www.liverpoolonebrewery.co.uk

Liverpool Organic

Merseyside L20 8HL
0151 9339660
www.liverpoolorganicbrewery.com

Peerless

Birkenhead CH41 3NL
0151 647 7688
www.peerlessbrewing.co.uk

Southport

Southport PR9 7RF
07748 387652

Wapping

Liverpool L1 8DQ
0151 707 2242

Norfolk**Bees**

Walcott NR12 0LS
07971 577526

Beeston

Beeston PE32 2LZ
01328 700844
www.beestonbrewery.co.uk

Blackfriars Brewery

Great Yarmouth NR30 3HT
01493 850578

Brancaster

Brancaster Staithe PE31 8BJ
01485 210314
www.jollysailors.co.uk

Buffy's

Norwich NR15 2DD
01379 676523
www.buffys.co.uk

Chalkhill

Norwich NR1 4DA
01603 477078

Elmtree

Snetterton NR126 2LK
07939 549241
www.elmtreebeers.co.uk

Fakir Brewing Co Ltd

Norwich NR1 3AY
07713 789085
www.fakirbrewery.com

Fat Cat

Norwich NR3 4LF
01603 788508
www.fatcatbrewery.co.uk

Fox

Heacham PE31 7EX
01485 570345
www.foxbrewery.co.uk

Front Street

Binham NR21 0AL
01328 830297
www.frontstreetbrewery.co.uk

Golden Triangle

Norwich NR4 7QX
01603 492600
www.goldentrianglebrewery.co.uk

Grain

Harleston IP20 OBS
01986 788884
www.grainbrewery.co.uk

Humpty Dumpty

Reedham NR13 3TZ
01493 701818
www.humptydumptybrewery.co.uk

Iceni

Thetford IP26 5HB
01842 878922
www.icenibrewery.co.uk

Norfolk Brewhouse

Hindringham NR21 0PW
01328 878495
www.norfolkbrewhouse.co.uk

Norfolk Square Brewery

Great Yarmouth NR30 4JQ
01493 854484
www.norfolksquarebrewery.co.uk

Ole Slewfoot

Norwich NR10 3BE
01603 279927
www.oleslewfootbrewery.co.uk

Opa Hay's

Aldeby NR34 0DA
01502 679144
www.engelfineales.com

Panther

Reepham NR10 4SW
07766 558215
www.pantherbrewery.co.uk

Tipples

Acle NR13 3DJ
01493 741007
www.tipplesbrewery.com

Uncle Stuarts

Lingwood NR13 4PD
01603 211833
www.unclestuartsbrewery.com

Wagtail

Old Buckenham NR17 1PF
01953 887133
www.wagtailbrewery.com

Waveney

Bungay NR35 2TS
01986 892623

Why Not

Dussindale NR7 OTE
01603 300786
www.thewhynotbrewery.co.uk

Winter's

Norwich NR6 6QZ
01603 787820
www.wintersbrewery.com

Wissey Valley

Wretton PE33 9SW
01366 500767
www.wisseyvalleybrewery.com

Wolf

Besthorpe NR17 2LD
01953 457775
www.wolfbrewery.com

Woodforde's

Norwich NR13 6SW
01603 720353
www.woodfordes.co.uk

Yetman's

Holt NR25 6SA
07774 809016
www.yetmans.net

Northhamptonshire**Cherwell Valley Brewery**

Brackley NN13 7UG
01280 706888

Dare

Whittlebury NN12 8XS
07812 366369

Digfield

Peterborough PE8 5RJ
01832 293248
www.digfield-ales.co.uk

Frog Island

Westbridge NN5 5HS
01604 587772
www.frogislandbrewery.co.uk

Great Oakley

Corby NN18 8HG
01536 744888
www.greatoakleybrewery.co.uk

Gun Dog Ales

Woodford Halse NN11 3PZ
01327 264095
www.gundogales.co.uk

Hoggleys

Litchborough NN12 8JB
01604 831762
www.hoggleysbrewery.co.uk

Hunsbury Craft Brewery

Northampton NN4 0SA
01604 766228

Julian Church

Kettering
NN16 0BU

Nene Valley Brewery

Oundle PE8 4DB
07950 234497
www.nenevalleybrewery.com

Nobby's

Kettering NN15 6GR
01536 521 868
www.nobbysbrewery.co.uk

Potbelly

Kettering NN16 0JA
01536 410818
www.potbelly-brewery.co.uk

Rockingham

Elton PE8 6RZ
01832 280722
www.rockinghamales.co.uk

Silverstone

Syresham NN13 5TH
01280 850629
www.silverstonebrewingcompany.com

Northumberland**Allendale**

Hexham NE47 9EQ
01434 618686
www.allendalebrewco.co.uk

Brew Star Brewery

Morpeth NE61 6AW
01670 789755
www.brew-star.co.uk

Gundog Brewery Ltd

North Seaton NE63 0XL
07707 703182

Hexhamshire

Hexham NE46 1SX
01434 606577

High House Farm

Newcastle upon Tyne
NE20 0RG
01661 886192
www.highhousefarmbrewery.co.uk

Northumberland

Bedlington NE22 7AP
01670 833112
www.northumberlandbrewery.co.uk

Ship Inn Brewery

Newton-by-the-Sea NE66 3EW
01665 576262
www.shipinnnewton.co.uk

VIP Brewery

Lesbury NE66 3PG
07545 885352
www.thevillageinnpub.co.uk

Wylam

Heddon on the Wall NE15 0EZ
01661 853377
www.wylambrew.co.uk

Nottinghamshire**Alcazar**

Langley Mill NG6 0GA
0115 978 5155
www.alcazarbrewery.co.uk

Blue Monkey

Giltbrook NG16 2UZ
0800 028 0329
www.bluemonkeybrewery.com

Castle Rock

Nottingham NG2 1NB
0115 985 1615
www.castlerockbrewery.co.uk

Caythorpe

Hoveringham, NG14 7ED
0115 966 4933

Copthorne

Sutton-on-Trent NG23 6QJ
07523 340989

Double Top

Worksop S81 7AG
07973 521824

Flipside

Colwick NG4 2JR
0115 987 7500
www.flipsidebrewery.co.uk

Full Mash

Nottingham NG9 8EW
0115 949 9262

Grafton

Worksop DN22 6LJ
01909 476121

Handley's Brewery

Barnby in the Willows
NG24 2SA
01636 629003
www.willowtreebarnby.co.uk

Idle

West Stockwith DN10 4EY
01427 753226

Lincoln Green Brewing

Hucknall NG15 7SZ
0115 9634233
www.lincolngreenbrewing.co.uk

Magpie

Nottingham NG2 3JA
07738 762897
www.magpiebrewery.com

Mallard

Nottingham NG4 3NR
0115 9521289
www.mallard-brewery.co.uk

Maypole

Eakring NG22 0AN
07971 277598
www.maypolebrewery.co.uk

Medieval Beers

Nottingham NG3 2DG
07552 798027

Milestone

Newark NG23 6JE
01636 822255
www.milestonebrewery.co.uk

Naked

Westwood NG16 5HY
01773 608904

Navigation Brewery

Nottingham NG2 3HS
0115 9869877
www.navigationbrewery.com

Nottingham

Nottingham NG7 3EN
0115 942 2649
www.nottinghambrewery.com

Pheasantry Brewery

East Markham NG22 0SN
01777 872728
www.pheasantrybrewery.co.uk

Prior's Well

Hardwick Village S80 3PB
07971 277598
www.nottinghambrewery.com

Reality

Beeston NG9 4AA
07801 539523

Springhead

Newark NG23 6QS
01636 821000
www.springhead.co.uk

Welbeck Abbey

Welbeck S80 3LR
0114 249 4804
www.schoolofartisanfood.org

Oxfordshire**Adkin Brewery**

Wantage
07709 086149
www.adkinbrewery.co.uk

Appleford

Appleford-on-Thames
OX10 0QX
01235 848055
www.applefordbrewery.co.uk

Bellinger's

Grove OX12 0DH
01235 772255
www.bellingersbrewery.co.uk

Betjemen

Wantage OX12 8AX

Brakspear

Henley on Thames OX28 4DP
01993 890800
www.brakspear-beers.co.uk
www.cotswoldbrewingcompany.com

Complete Pig

Britwell Salome OX49 5LG
07742 861882
www.thecompletepig.co.uk

Faringdon Brewery

Faringdon SN7 7BP
01367 241480
www.faringdonbrewerytap.co.uk

Hen House Brewery

Whitchurch-on-Thames
RG8 7EP
07845 929197
www.henhousebrewery.co.uk

Hook Norton

Banbury OX15 5NY
01608 737210
www.hooky.co.uk

Loddon

Dunsden RG4 9QD
01189 481111
www.loddonbrewery.co.uk

Loose Cannon

Abingdon OX 14 5JX
01235 531141
www.lcbeers.co.uk

Lovibonds

Henley on Thames RG9 2AA
07761 543987
www.lovibonds.com

Old Bog

Headington OX3 8LH
01865 764579
www.masonsquarry.co.uk

Old Forge

Coleshill SN6 7PR
01793 861575
www.oldforgebrewery.co.uk

Ridgeway

South Stoke RG8 0JW
01491 873474

Shotover

Horspath OX33 1SD
01865 876770
www.shotoverbrewing.com

Thame

Thame OX9 3HP
01844 218202
www.thamebrewery.co.uk

White Horse

Stanford in the Vale SN7 8NY
01367 718700
www.whitehorsebrewery.com

Wychwood

Witney OX28 4DP
01993 890800
www.wychwood.co.uk

Scotland**Angus**

Carnoustie DD7 7NP
07708 011649
www.angus-ales.co.uk

An Teallach

Garve IV23 2QT
01854 633306

Arran Brew Ltd

Brodick KA27 8DE
01770 302353
www.arranbrewery.com

Ayr

Ayr KA7 2DG
01292 263891

Black Isle

Munlochy IV8 8NZ
01463 811871
www.blackislebrewery.com

Bellhaven

East Lothian EH42 1RS
01368 862734
www.bellhaven.co.uk

Brewdog

Fraserburgh AB43 8RQ
01346 519009
www.brewdog.com

Brewmeister

Kincardine O'Neil
AB34 5AE
7917633263
www.brewmeister.co.uk

Broughton Ales Ltd

Biggar ML12 6HQ
01899 830345
www.broughtonales.co.uk

Burnside

Laurencekirk AB30 1EY
01561 377316
www.brewmet.com

Cairngorm Brewery Co Ltd

Aviemore PH22 1PY
01479 812222
www.cairngormbrewery.com

Caledonian

Edinburgh EH11 1PH
0131 337 1286
www.caledonian-brewery.co.uk

Clockwork

Glasgow G42 9HB
0141 649 0184
www.maclay.com

Cromarty Brewing Co

Cromarty IV11 8XD
01381 600440
www.cromartybrewing.co.uk

Cuillin Brewery Ltd

Isle Of Skye IV47 8SW
01478 650204
www.cuillinbrewery.co.uk

Deeside

Aboyne AB34 5RD
01339 883536
www.deesidebrewery.co.uk

Devon

Sauchie FK10 3JR
01259 722020
www.devonales.com

Fyfe Brewing Co

Kirkcaldy KY1 2SN
01592 646211
www.fyfebrewery.co.uk

Fyne Ales

Cairndow PA26 8BJ
01499 600238
www.fyneales.com

Glenfinnan

Sruth A Mhuilinn PH37 4LT
01397 704309
www.glenfinnanbrewery.co.uk

Harviestoun Brewery Ltd

Alva FK12 5DQ
01259 769100
www.harviestoun.com

Hebridean Brewing

Stornoway HS1 2RA
01851 700123
www.hebridean-brewery.co.uk

Highland Brewing Co Ltd

Birsay KW17 2NP
01856 721700
www.highlandbrewingcompany.co.uk

Houston Brewing Co

Houston PA6 7EN
01505 612620
www.houston-brewing.co.uk

Inveralmond Brewery Ltd

Perth PH1 3UQ
01738 449448
www.inveralmond-brewery.co.uk

Islay Ales Company Ltd

Bridgend PA44 7NZ
01496 810014
www.islayales.com

Isle Of Mull Brewing Co

Tobermory PA75 6NR
01688 302830

Isle Of Skye Brewing

Uig IV51 9XP
01470 542477
www.skyebrewery.co.uk

Kelburn Brewing Co Ltd

Glasgow G78 1QB
0141 881 2138
www.kelburnbrewery.com

Kinneil Brew Hoose LLP

Bo'ness EH51 0AS
01506 824574
www.kinneilbrew.co.uk

Loch Leven

Blairadam KY4 0JE
01383 831751

Loch Lomond Brewery

Alexandria G83 OTL
01389 755698
www.lochlomondbrewery.com

Loch Ness

Drumadrochit IV63 6UH
01456 450080
www.lochnessbrewery.com

Luckie

Fife KY14 7ES
01333 352801
www.luckie-ales.com

Madcap

Annan DG12 6ER
01461 203495
www.madcapbrewery.com

Moulin

Pitlochry PH16 5EL
01796 472196
www.moulinhotel.co.uk

Oban

Kilmelford PA34 4XA
01852 200731
www.obanales.co.uk

Oban Bay

Argyll PA34 5DS
01631 565078

Old Inn

Gairloch IV21 2BD
01445 712006
www.theoldinn.net

Orkney

Stromness KW16 3LT
01667 404555
www.orkneybrewery.co.uk

Plockton Brewery

Plockton IV52 8TP
01599 544276
www.theplocktonbrewery.com

Prestonpans

East Lothian EH32 9BE
01875 819922
www.prestoungrange.org

River Leven Ales

Kinlochleven PH50 4SG
07901 873273
www.riverlevenaless.co.uk

St Andrews Brewing Co

Glenrothes KY6 2RU
07879 399441
www.standrewsbrewingcompany.com

Scottish Borders

Jedburgh TD8 6ST
01835 830673
www.scottishbordersbrewery.com

Spey Valley Brewery

Keith AB55 6YH
finestbreweryofspeyside@hotmail.com

Stewart Brewing Ltd

Loanhead EH20 9LZ
0131 4402442
www.stewartbrewing.co.uk

Strathaven Ales

Strathaven ML10 6HD
01357 520419
www.strathavenales.co.uk

Sulwath Brewers Ltd

Castle Douglas DG7 1DT
01556 504525
www.sulwathbrewers.co.uk

Tempest

Kelso TD5 7DT
01573 229664

Tinpot

Stirlingshire FK9 4NY
01840 213371
www.tinpotbrewery.co.uk

Traditional Scottish Ales

Throsk FK7 7NP
01786 817000
www.traditionalscottishales.co.uk

Traquair House Brewery

Inverleithen EH44 6PW
01896 830323
www.traquair.co.uk

Tryst Brewery Larbert FK5 4AT 01324 554000 www.trystbrewery.co.uk	Rowton Telford TF6 6QX 07746 290995	Isle of Avalon Ashcott TA7 9QW 01458 210050 www.avalonwholesaleandbrewing.co.uk	Black Hole Burton on Trent DE14 2AU 01283 834069 www.blackholebrewery.co.uk	Slater's Stafford ST16 3DR 01785 257976 www.slattersales.co.uk
Valhalla Shetland ZE2 9DX 01957 711658 www.valhallabrewery.co.uk	Salopian Shrewsbury SY3 8UQ 01743 248414 www.salopianbrewery.co.uk	Masters Brewery Greenham TA21 0LR 01823 674444 www.mastersbrewery.co.uk	Blythe Hamstall Ridware WS15 3QQ 07773 747724 www.blythbrewery.co.uk	Titanic Stoke on Trent ST6 1JL 01782 823447 www.titanicbrewery.co.uk
Williams Kelliebank FK10 1NT 01259 725511 www.heatherale.co.uk	Shires Madeley TF7 6DP 01952 580570 www.shiresbrewery.co.uk	Milk Street Frome BA11 3DB 01373 467766 www.milkstreet.5u.com	Burton Bridge Burton Upon Trent, DE14 1SY 01283 510573 www.burtonbridgebrewery.co.uk	Tower Burton on Trent DE14 1LX 01283 530695
Shropshire	Six Bells Bishops Castle SY9 5AA 01588 638930 www.bishops-castle.co.uk	Moor Bridgewater TA7 9QW 01458 210050 www.moorbeer.co.uk	Burton Old Cottage Burton On Trent DE14 1PT 07909 931250 www.oldcottagebeer.co.uk	Townhouse Stoke on Trent ST7 8JQ 07976 209437
Clun Clun SY7 8JA 01588 640305 www.whi-clun.co.uk	Stonehouse Oswestry SY10 9ES 01691 676457 www.stonehousebrewery.co.uk	North Curry Brewery North Curry TA3 6LH 01823 490170 www.thenorthcurrybrewery.co.uk	Enville Stourbridge DY7 5LG 01384 873728 www.envilleales.com	Wincle Rushton Spencer SK11 ORD 01260 226166 www.winclebeer.co.uk
Corvedale Corfton SY7 9DF 01584 861239 www.suninncorfton.co.uk	Three Tuns Bishops Castle SY9 5BN 01588 638392	Odcombe Yeovil BA22 8TX 01935 862591 www.masonsarmsodcombe.co.uk	Gates Burton Brewery Burton on Trent DE14 2BP 01283 532567	Suffolk
Dickensian Shrewsbury SY1 2EZ 07752 331633 www.dickensianbrewery.co.uk	Wood Wistanstow SY7 8DG 01588 672523 www.woodbrewery.co.uk	Quantock Brewery Wellington TA21 9ND 01823 662669 www.quantockbrewery.co.uk	Kinver Stourbridge DY7 6EW 07715 842679 www.kinverbrewery.co.uk	Adnams Southwold IP18 6JW 01502 727200 www.adnams.co.uk
Hobsons Cleobury Mortimer DY14 8RD 01299 270837 www.hobsons-brewery.co.uk	Somerset	RCH Weston Super Mare BS24 6RR 01934 834447 www.rchbrewery.com	Leek Leek ST13 7EF 01538 361919	Bartrams Bury St Edmonds IP31 9LZ 01449 737655 www.bartramsbrewery.co.uk
Hop & Stagger Brewery Bridgnorth WV16 4AB 01746 763962 www.hopandstagger.com	Abbey Ales Ltd Bath BA1 5LB 01225 444437 www.abbeyales.co.uk	Stowey Nether Stowey TA5 1LN 01278 732228 www.stoweybrewery.co.uk	Limestone Brewery Stone ST15 8LL 01785 817796	Brandon Bury St Edmunds IP27 0AU 01842 878496 www.brandonbrewery.co.uk
Ironbridge Brewery Ltd Telford TF8 7NJ 01952 433910 www.ironbridgebrewery.co.uk	Blindmans Leighton BA11 4PN 01749 880038 www.blindmansbrewery.co.uk	Taunton Vale Bagborough TA4 3AF 01823 432352 www.newinnhalse.com	Marstons Burton Upon Trent WV1 4JT 01902 711811 www.marstons.co.uk	Brewshed Brewery Bury St Edmunds IP32 6BH 01284 848066 www.brewshedbrewery.co.uk
Joules Market Drayton TF9 1JP 01630 654400 www.joulesbrewery.co.uk	Cheddar Ales Cheddar BS27 3RP 01934 744193 www.cheddarales.co.uk	Windy Brewery Seavington St Michael TA19 0QE 01460 240126 www.thevolly.co.uk	Morton Wolverhampton WV11 2BH 07988 069647	Cliff Quay Ipswich IP3 OBS 01473 225501 www.cliffquay.co.uk
Lion's Tail Market Drayton TF9 2RS 01630 661234	Cotleigh Wiveliscombe TA4 2RE 01984 624086 www.cotleighbrewery.co.uk	Yeovil Ales Yeovil BA22 8YH 01935 414888 www.yeovillales.co.uk	Peakstones Rock Stoke On Trent ST10 4DH 07891 350908 www.peakstonesrockbrewery.co.uk	Cox & Holbrook Stowmarket IP14 3DY 01449 736323
Ludlow Ludlow SY8 1DJ 01584 873291 www.theludlowbrewery.co.uk	Cottage Lovington BA7 7PP 01963 240551	Staffordshire	Quartz Kings Bromley DE13 7HW 01543 473965 www.quartzbrewing.co.uk	Dove Street Ipswich IP4 2LA 01473 211270 www.dovestreetbrewery.co.uk
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Thetford IP24 3TA
01842 878922

Green Dragon

Bungay NR35 1EF
01986 892681

Green Jack

Lowestoft NR32 1QA
01502 582711
www.greenjackbrewery.co.uk

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Bury St Edmunds IP33 1QT
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www.greeneking.co.uk

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Hadleigh IP7 6RL
07850 076202
www.hellhoundbrewery.co.uk

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Bildeston IP7 7ED
01449 741434
www.bildestonkingshead.co.uk

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Sudbury CO10 2YA
01787 311055
www.mauldons.co.uk

Mill Green

Sudbury CO10 5PX
01787 211118
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Bury St Edmunds IP33 1JR
01284 768769
www.oldcannonbrewery.co.uk

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Diss IP22 2NX
01359 221411
www.oldchimneysbrewery.com

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Bungay NR35 1NQ
01986 782322
www.stpetersbrewery.co.uk

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Gisleham NR33 8DS
01502 743121
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www.uffordwhitelion.co.uk

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www.ascot-ales.co.uk

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www.dorkingbrewery.com

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Farnham GU9 0PB
01252 735278

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Tongham GU10 1DE
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www.hogsback.co.uk

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www.ploughinn.com

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Reigate RH2 9BL
01737 222651
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www.1648brewing.co.uk

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01903 719842

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Arundel BN18 0HY
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01730 821301
www.ballardsbrewery.org.uk

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Small Dole BN5 9XH
01903 879111
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Beachy Head

Eastbourne BN20 0AA
01323 423906
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Dark Star

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01444 412311
www.darkstarbrewing.co.uk

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www.thefilo.co.uk

Full Moon Brewery

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Bexhill-on-Sea TN40 2RZ
01424 731066
www.franklinsbrewery.co.uk

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Oving PO20 6BP
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www.gribblebrewery.co.uk

Hammerpot

Poling
01903 883338
www.hammerpot-brewery.co.uk

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Lewes BN7 2AH
01273 480209
www.harveys.org.uk

Hastings

Hastings TN34 1HL
07708 259342
www.hastingsbrewery.co.uk

Hepworth

Horsham RH12 2NW
01403 269696
www.hepworthbrewery.co.uk

Isfield Brewing Co Ltd

Isfield TN22 5UJ
01825 750633
www.isfieldbrewing.co.uk

Kemptown

Kemptown BN2 1JN
01273 699595
www.kemptownbrewery.co.uk

King

Horsham RH13 5UE
01403 272102
www.kingfamilybrewers.co.uk

Kissingate

Crawley RH10 7HF
01293 882198
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01825 790775
www.kitchengardenbrewery.co.uk

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01798 860861
www.langhambrewery.co.uk

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Rye TN31 6QT
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Darwin

South Tyneside SR1 2QE
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www.darwinbrewery.com

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www.delavals.com

Double Maxim Beer Co Ltd

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0191 584 8844
www.dmbc.org.uk

Hadrian & Border

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www.hadrian-border-brewery.co.uk

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Jarrow NE32 5UB
0191 483 6792
www.jarrowbrewing.co.uk

Mordue

North Shields NE29 7XJ
0191 296 1879
www.morduebrewery.com

Ouseburn Valley

Gosforth NE3 1XX
0191 285 0937
www.ouseburnvalleybrewery.co.uk

Three Kings Brewery

North Shields NE30 1DX
07580 004565
www.threekingsbrewery.co.uk

Tyne Bank Brewery

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0191 265 2828
www.tynebankbrewery.co.uk

Wales**Artisan**

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Big Bog Brewing Co

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www.bigbog.co.uk

Brains

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www.sabrain.com

Brecon

Powys LD3 8BT
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www.breconbrewing.co.uk

Breconshire Brewery

Brecon LD3 8LA
01874 623731
www.breconshirebrewery.com

Bryncelyn

Ystradgynlais SA9 1BS
01639 841900
www.bryncelynbrewery.org.uk

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Cardiff CF11 8DI
02920 665292

Celt Experience

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www.theceltexperience.co.uk

Cerddin

Maesteg CF34 9LB
01656 732476
www.cerddinbrewery.co.uk

Coles

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01267 275395

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Parc Caer Seion LL32 8FA
01492 585287
www.conwybrewery.co.uk

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07812 366369
www.darebrewery.co.uk

Evan - Evans

Llandeilo SA19 6LU
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www.evan-evans.com

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Gwaun Valley

Fishguard SA65 9TP
01348 881304

Gwynant

Aberystwyth SY23 3LR
01970 880248

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Gwernaffield CH7 5ES
07901 386638
www.welshbeer.com

Heart of Wales

Llanwrtyd Wells LD5 4RD
01591 610236
www.heartofwalesbrewery.co.uk

Jacobi Brewing

Llanwrda SA19 8RR
01558 650605
www.jacobibrewery.co.uk

Kingstone

Tintern NP16 7NX
01291 680111
www.kingstonebrewery.co.uk

Kite

Gorslas SA14 7HU
01269 842300
www.thekitebrewery.com

Llangorse Brewery

Llangorse LD3 7TY
01874 658825
www.llangorsebrewery.co.uk

McGivern Ales

Wrexham LL13 7AS
01978 354232

Monty's

Montgomery SY15 6HA
01686 668933
www.montysbrewery.co.uk

Nant

Llanrwst LL26 0UA
07723 036862
www.cwrwnant.co.uk

Neath

Baglan SA12 8PT
www.neathales.co.uk

Newmans Brewery

Caerphilly CF83 3HU
08708 033876
www.newmansbrewery.com

North Wales Brewery

Abergele LL22 9RF
01745 832966
www.paradisebrewery.net

Otley Brewing Co

Pontypridd CF37 4NX
01443 480555
www.otleybrewing.co.uk

Penlon Cottage Brewery

Penlwy SA47 0QN
01545 580022
www.penlon.biz

Plassey Brewery

Wrexham LL13 0SP
01978 781111
www.plasseybrewery.co.uk

Preseli

Tenby SA70 8EQ
07824 512103
www.preseli-brewery.co.uk

Purple Moose

Porthmadog LL49 9DB
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www.purplemoose.co.uk

Rhymney Brewery

Merthyr Tydfil CF48 2SR
01685 722253
www.rhymneybreweryltd.com

Sandstone

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07851 001118
www.sandstonebrewery.co.uk

Snowdonia Brewery

Caenarfon LL55 4AQ
01286 650218

Swansea Brewing Co

Swansea SA2 0LY
01792 290197

Tomos Watkin

Tudor Brewery
Abergavenny NP7 5AA

Vale Of Glamorgan

Barry CF62 6SZ
01446 742571
www.vogbrewery.co.uk

Waan

Penstrowed SY17 5SG
01686 627042
www.thewaanbrewery.co.uk

Warcop

Wentlooge NP10 8SE
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www.warcopales.com

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www.zerodegrees.co.uk

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01788 542170
www.atomicbrewery.com

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01827 713080
01675 463809
www.churchendbrewery.co.uk

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Shustoke B46 2LB
01675 481208

Merry Miner

Grendon CV9 3DT
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www.merryminerbrewery.com

North Cotswold

Moreton in the Marsh
GL56 9RD
01608 663947
www.northcotswoldbrewery.co.uk

Patriot

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01608 684621

Old Pie Factory Brewery

Warwick CV34 5LW
01926 402100

Purity

Alcester B49 6JF
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www.puritybrewing.com

Rock & Roll Brewhouse

Warwick CV34 5LW
07922 554181

Slaughterhouse

Warwick CV34 5PD
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www.slaughterhousebrewery.com

Sperrin Brewery Ltd

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02476 392305

Tunnel

Ansley CV10 9PQ
02476 394888
www.tunnelbrewery.co.uk

Warwickshire

Leamington Spa CV32 7NA
01926 450747
www.warwickshirebeer.co.uk

Wetheroak Hill

Coach & Horses B48 7EA
01564 823386

Willey

Willey CV23 0SL
01788 833908

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Backyard Brewhouse

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www.thebackyardbrewhouse.com

Banks's & Hansons

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01902 711811
www.marstons.co.uk

Batham

Dudley DY5 2TN
01384 772229
www.bathams.com

Beer Geek Brewery Ltd

Birmingham B7 4NT
0844 2727207
www.beergeekbrewery.com

Black Country

Pensnett DY3 2NU
01384 231616
www.blackcountryales.co.uk

Broughs

Netherton DY2 9PY
01384 253075

Byatt's

Coventry CV6 6FL
02476 637996
www.byattsbrewery.co.uk

Craddocks

Stourbridge DY8 1EP
01384 440202

Holden's

Dudley DY1 4LW
01902 880051
www.holdensbrewery.co.uk

Marston's Plc

Wolverhampton WV1 4JT
01902 711811
www.marstons.co.uk

Olde Swan

Dudley DY2 9PY
01384 253075

Sadler's

Stourbridge DY9 7DG
02476 402888

Sarah Hughes

Dudley DY3 1JE
01902 883381

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Toll End Tipton DY4 0ET 07903 725574	Ramsbury Marlborough SN8 2HA 01672 541407 www.ramsburybrewery.com	Firefly Brewing Worcester WR1 2SE 01905 616996	Bird Brain Howden DN14 7SL 01430 432166	Concertina Mexborough, S64 9AZ 01709 580841
Two Towers Birmingham B19 3HE 07540 574032	Stonehenge Ales Netheravon SP4 9QB 01980 670631 www.stonehengeales.co.uk	Joseph Herbert Smith Tenbury Wells DY10 3SA 01886 853189	Black Sheep Ripon HG4 4EN 01765 689227 www.blacksheepbrewery.com	Copper Dragon Skipton BD23 2QR 01756 702130 www.copperdragon.uk.com
Whitworth Brewing Co Shirley B90 2HR 0121 3476450 www.whitworthbrewing.co.uk	Three Castles Pewsey SN9 5PZ 01672 564433	Malvern Hills Malvern WR14 4ND 01684 560165 www.malvernhillsbrewery.co.uk	Blue Bee Sheffield S3 8AB 07791 662484 www.bluebeebrewery.co.uk	Cropton Pickering YO18 8HH 01751 417330 www.croptonbrewery.com
Wiltshire	Wadworth Devizes SN10 1JW 01380 723361 www.wadworth.co.uk	St George's Worcester R2 4TF 01905 831316	Bob's Ossett WF5 9NQ 07789 693597	Crown Sheffield S6 2UB 0114 232 2100 www.crownbrewery.co.uk
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	Brandy Cask Evesham WR11 7QE 01386 831173 www.bucklestreetbrewery.co.uk	Barearts Tadmorden OL14 7LP 01706 839305 www.barearts.com		

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Glentworth Doncaster DN6 8PL 01302 725555	Linfit Huddersfield HD7 5SG 01484 842370	Old Mill Snaith DN14 9HU 01405 861813 www.oldmillbrewery.co.uk	Saltaire Shipley BD17 7AR 01274 594959 www.saltairebrewery.co.uk	Two Roses Darton S75 5QX 01226 388375 www.tworosesbrewery.co.uk
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Hambleton Melmerby HG4 5NB 01765 640108 www.hambletonales.co.uk	Milltown Brewing Co Huddersfield HD3 4PE 07946 589645 www.milltownbrewing.co.uk	Revolutions Castleford WF10 5PX 07801 701089 www.revolutionsbrewing.co.uk	Stokesley Stokesley TS9 7AE 07885 240226	Wharfebank Pool in Wharfedale LS21 1EG 0113 284 2392 www.wharfebankbrewery.com
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www.jwbassettpubs.com

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www.http://king-henrys-taverns.co.uk

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www.kornicis.co.uk

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SK4 4NZ
0161 432 2374
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